

GEOGRAPHICAL INDICATIONS (GIS) AS A TOOL TO REACH THE SOCIO-CULTURAL DEVELOPMENT: A PROSPECTION OF THE BRAZILIAN TERRITORY

INDICAÇÕES GEOGRÁFICAS (IGS) COMO FERRAMENTA PARA SE ALCANÇAR O DESENVOLVIMENTO SOCIOCULTURAL: UMA PROSPECÇÃO DO TERRITÓRIO BRASILEIRO

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Abstract

Geographical Indications are inserted in the intellectual property and are distinctive signs. In Brazil, the Geographical Indications are granted by the National Institute of Industrial Property and constitute one of the forms of protection of the products or services provision regions, which mainly aim to highlight their distinctive aspects through the identification and use of natural or human factors. In Brazil, it's relatively new theme in the country, therefore lacking dissemination. This research had as objective to carry out a survey on the Geographical Indications granted in the Brazilian territory, analyzing aspects of the protection of products coming from the traditional cultural practice of this country. In order to carry out this research, the Geographical Indication documents and the intellectual property literature were analysed. The information searches contained in the documents were made through consultations with the database of the National Institute and Intellectual Property with respect to the geographical indications granted until May 2016. The search totaled a number of 56 Geographical Indications, eight of them from foreign countries and 48 for the Brazilian territory. This number refers mostly to the Geographical Indications of the species "Indication of origin" (representing 70% of the total) and the states of Rio Grande do Sul and Minas Gerais are leaders (19% and 17% respectively). Compared to the geographical indications granted in other regions, such as Europe, this number is not representative, showing that in Brazil there is still no culture of protection of its traditional products and services.

Key-words: social improvement; technological prospecting; traditional knowledge; intellectual property.

Resumo

As Indicações Geográficas estão inseridas na propriedade intelectual e são signos distintivos. No Brasil, as Indicações Geográficas são outorgadas pelo Instituto Nacional de Propriedade Industrial e se constituem numa das formas de proteção das regiões de produtos ou serviços, que visam, destacar seus aspectos distintivos, através da identificação e uso dos fatores naturais ou humanos. No Brasil, este tema é relativamente novo no país, carecendo, portanto, de disseminação. Esta pesquisa objetivou realizar uma prospecção sobre as Indicações Geográficas concedidas no território brasileiro, analisando aspectos da proteção de produtos provenientes da prática cultural tradicional. Para realização utilizou-se em conjunto os documentos de Indicação Geográfica e a literatura de propriedade intelectual. As buscas de informações contidas nos documentos foram realizadas através de consultas ao banco de dados do Instituto Nacional de Propriedade Intelectual com relação às indicações geográficas outorgadas até o mês de maio de 2016. A busca totalizou um número de 56 Indicações Geográficas, sendo oito de países estrangeiros e 48 para o território brasileiro. Este número refere-se em sua maioria a Indicações Geográficas da espécie “Indicação de procedência” (representando 70% do total) tendo como líderes os estados do Rio Grande do Sul e Minas Gerais (19% e 17%, respectivamente). Se comparado às Indicações Geográficas concedidas em outras regiões, como na Europa, este número torna-se sem representatividade, mostrando que no Brasil não existe ainda a cultura de proteção de seus produtos tradicionais e de prestação de serviços.

Palavras-chaves: melhoria social; prospecção tecnológica; conhecimento tradicional; propriedade intelectual.

1. Introduction

Among the Intellectual Property (IP) rights are various forms of protection of knowledge. In thesis, IP covers Industrial Property Rights, Copyright and Sui Generis Protection. The first category includes patents, industrial designs, trademarks and geographical indications (GIs); the second, literary, artistic and computer programs. Finally, in the latter category, the topographies of integrated circuits, cultivars and traditional knowledge, particularly about this last one, Brazilian Law 13.123, signed in 2015, ensures the rights of holders of this knowledge (BRASIL, 2015). Each of these forms of protection is governed by different decrees, norms and laws (PIMENTEL, 2013).

Suh and Macpherson (2007) define Geographical Indications as legal signs that identify a product as originating from a specific country or region where the product's reputation is attributed to its geographical roots. Maiorki and Dallabrida (2015) add that a GI represents a quality related to the natural environment or human factors, which attribute to them notoriety and territorial specificity. Steiner (2006) also affirms that the GI values, preserves and protects an intangible cultural heritage, because it is constituted of attributes coming from the cultural traditions, which

are shaping in time through the generations of a given locality (BARBOSA; PERALTA; FERNANDES, 2013).

Historically, this concept of GI has been developed slowly throughout history. Along the time, producers, traders and consumers verified that some products of some regions presented peculiarities. The strong identity of the products with their geographical origin, have made the traditional communities to start denominating these products with the geographical name of their origin (KAKUTA et al., 2006; CALLIARI et al., 2007).

There are reports that the existence of Geographical Indications occurs from the Roman era and in ancient Greece and dates back to the fourth century BC, and that probably this distinctive sign comprises one of the institutes of the oldest intellectual property and certainly the least usual, in comparison with patents, trademarks and cultivars (KAKUTA et al., 2006).

The understanding of Geographical Indications is very close to the concept of terroir, because it establishes a connection between quality and territory. Such peculiarities of some products may be linked to the geographical origin of the products. This fact is due, however, to the entire environment, which goes far beyond the soil-climatic conditions and includes the human factor and its social relations, such as traditional knowledge (VELLOSO, 2008).

Thus, the criteria for a product to gain a certain reputation are related to the place of production, depending on the soil, the climate, the way of production and harvest, or other characteristics that give it a differential. This specificity tends to contribute to the aggregation of value to these products, which can generate greater financial returns to the actors involved, with possible impacts on the development in the territory (MAIORKI; DALLABRIDA, 2015).

For Ramos (2011), this intangible asset can influence the formation of corporate values as well as obtaining competitive advantages for increasingly existing markets in a globalized world. Companies may be subject to falsification of their products if they are not adequately protected. International agreements between countries guarantee the right of protection, which must be regulated by each country. In Brazil, the Industrial Property Law (IPL) was established in 1996 to bring its legislation into line with the parameters defined by the 1995 TRIPS Agreement of the World Trade Organization.

With regard to international trade, specifically exports of products abroad, geographical indications are highly valued, given the practice already adopted in several developed countries, mainly in the European continent, of identifying their products with these signs that demonstrate credibility of the products (CORREIA, 2013).

The registration of products with Geographical Indication in Brazil is done by the National Institute of Industrial Property (INPI), and has been increasing in the last five years (MAIORKI;

DALLABRIDA, 2015). However, for Valente et al. (2012) the subject is recent in Brazil and needs a better understanding, since it is certainly one of the less usual industrial property rights (if compared to patents), even though it is one of the oldest.

In view of these considerations, this study aimed to carry out a survey on the subject of Geographical Indications granted in Brazil, in order to analyze aspects of the protection of products from the traditional cultural practice of this country.

2. Methods

A bibliographic survey was carried out in the first instance, based on scientific journals and legislation that addressed the issue "geographical indication", with emphasis on granted Geographical Indications, communities with potential to protect products or services and history of Geographical Indications.

In a second moment, consultations were made with the National Institute of Intellectual Property (INPI) database (www.inpi.gov.br), in order to obtain more detailed information on the subject under study, and to extract data on the national and foreign GIs granted until May 2016. For this, the step-by-step guide, offered on the website itself, was followed, starting on the "Quick Access" field in the "Search" category for the "Indications Geographic ". After this stage, the website makes lists of Geographical Indications accessible (Denomination of Origin and Indication of Provenance) as well as the requests that are still in the process of analysis (Check the link – <http://www.inpi.gov.br/menu-servicos/indicacao-geografica/pedidos-de-indicacao-geografica-no-brasil>).

The data were tabulated and distributed graphically according to the quantity, nationality, name given to the GI (geographical name), applicant (since one of the requirements of the NIIP is that producers or service providers must be organized in a representative entity), product, year of registration, state of the Brazilian territory and species of Geographical Indication.

3. Results and Discussion

According to the data collected, up to May 2016, 56 applications were published in the Industrial Property Journal (Tables 1 and 2). For Ramos (2011), these GIs protected in Brazilian territory in quantitative terms compared to European countries are well below those of most of the countries that belong to the European Union, which benefit historically from this legal institute. The same occurs when comparing with developing countries such as India, Mexico and China, which

have been improving legal frameworks in order to protect and value the main traditional goods produced.

The countries of the European continent are examples of adding value to products since the 14th century. The European Union, has more than three thousand brands of products protected by Geographical Indications. According to the European Commission for Agriculture and Rural Development (DOOR), there are currently over 1,000 agricultural products and food kinds (DOOR, 2016) and more than 1,900 wines (UNIÃO EUROPEIA, 2016a) protected by GI in Europe. Taking these ideas as a basis, this shows the importance of GI for the competitiveness of sectors and products, especially in international trade (UNIÃO EUROPEIA, 2016b). Among the products recognized worldwide and protected by Geographical Indications in Europe, we can mention Champagne (sparkling) and Roquefort (cheese) in France; Douro Valley (port wine) and Serra da Estrela (cheese) in Portugal; Parma (ham) and Parmigiano Reggiano (cheese) in Italy; and Montes de Toledo (olive oil) and Mancha (saffron) in Spain (VALENTE et al., 2012).

Table 1 – National Geographic Indications (n=48) granted by the National Institute of Intellectual Property (INPI) - Brazil, from 2015 to 2016.

GI (Species)	Year of Registration	Geographic name/Applicant	Product	Brazilian State
IP	2013	Alta Mogiana/ Associação dos produtores de cafés especiais da Alta Mogiana	Coffee	São Paulo
IP	2012	Altos Montes/ Associação de produtores de vinhos dos Altos Montes	Wines and Sparkling	Rio Grande do Sul
IP	2012	Canastra/ Associação dos produtores de Queijo Canastra	Cheese	Minas Gerais
IP	2012	Cachoeiro de Itapemirim/ Centro tecnológico do mármore e granito	Marble	Espírito Santo
IP	2013	Cariri Paraibano/ Conselho das associações, cooperativas, empresas e entidades vinculadas a renda renascença do Cariri Paraibano	Renaissance lace	Paraíba
IP	2016	Carlópolis/ Associação dos Olericultores e Fruticultores de Carlópolis	Guava	Paraná
IP	2012	Divina Pastora/ Associação para desenvolvimento de renda irlandesa de Divina Pastora	Irish needle lace	Sergipe

IP	2015	Forroupilha/ Associação Farroupilhense de Produtores de Vinhos Espumantes, Sucos e Derivados – AFAVIN	Fine White Wine Moscatel, Moscatel Sparkling Wine; Liquorous Wine Moscatel; Simple Mistela Moscatel; Moscatel Wine Brandy	Rio Grande do Sul
IP	2012	Franca/ Sindicato das Indústrias de Calçados de Franca	Footwear	São Paulo
IP	2011	Goiabeiras/ Associação das paneleiras de Goiabeiras	Clay pots	Espirito Santo
IP	2012	Linhares/ Associação dos Cacaucultores de Linhares	Cocoa beans	Espirito Santo
IP	2016	Mara Rosa/ Cooperativa dos Produtores de Açafrão de Mara Rosa – COOPERAÇA FRÃO	Saffron	Goiás
IP	2015	Maracaju/ Associação dos Produtores da Tradicional Linguíça de Maracaju – APTRALMAR	Sausage	Mato Grosso do Sul
IP	2014	Microrregião de Abaíra/Associação dos Produtores de Aguardente de Qualidade da Microrregião Abaíra	Cachaça Sugarcane Brandy	Bahia
IP	2013	Monte Belo/ Associação dos vitivinicultores de Monte Belo do Sul	Wines	Rio Grande do Sul
IP	2013	Mossoró/ Comitê executivo de fruticultura do Rio Grande do Norte	Melon	Rio Grande do Norte
IP	2012	Norte Pioneiro do Paraná /Associação dos cafés especiais do norte pioneiro do Paraná	Green coffee beans and processed roasted beans and or ground	Paraná
IP	2006	Pampa Gaúcho da Campanha Meridional /Associação dos produtores de carne do pampa gaúcho da campanha meridional	Beef and derivatives	Rio Grande do Sul
IP	2015	Pantanal/ Conselho das Cooperativas, Associações, Entrepósitos e Empresas de Afins a Apicultura do Pantanal do Brasil – CONFENAL	Honey	Mato Grosso do Sul
IP	2012	Paraíba/ Cooperativa produção têxtil de afins do algodão	Textiles in colored cotton	Paraíba

IP	2007	Paraty/ Associação de produtores e amigos da cachaça artesanal de Paraty	Cachaça and blue composite brandy	Rio de Janeiro
IP	2012	Pedro II / Conselho da união das associações e cooperativas de garimpeiros, produtores, lapidários e joalheiros de gemas de opalas e de joias artesanais de opalas de Pedro II	Precious Pedro II Opals and Handcrafted Opal Pedro II Jewelry	Piauí
IP	2011	Pelotas/ Associação dos produtores de doces de pelotas	Fine traditional sweets and confectionary	Rio Grande do Sul
IP	2014	Piauí/ União das Associações e Cooperativas e Produtores de Cajuína do Estado do Piauí – PROCAJUÍNA	Cajuína	Piauí
IP	2010	Pinto Bandeira/ Associação dos produtores de vinhos finos de Pinto Bandeira	Wines: red, white and sparkling	Rio Grande do Sul
IP	2012	Porto digital/ Porto digital	Information Technology Service	Pernambuco
IP	2011	Região da Serra da Mantiqueira de Minas Gerais /Associação dos produtores de café da Mantiqueira	Coffee	Minas Gerais
IP	2016	Região das lagoas Mundaú-Manguaba /Instituto Bordado Filé das Lagoas de Mundaú-Manguaba	Embroidery fillet	Alagoas
IP	2012	Região de Salinas /Associação dos produtores de cachaça de Salinas	Sugar cane cachaça type	Minas Gerais
IP	2005	Região do Cerrado Mineiro /Cons. das Ass. dos Cafeicultores do Cerrado – CACCER	Coffee	Minas Gerais
IP	2011	Região do Jalapão do estado de Tocantins / Associação dos artesões em capim dourado da região do Jalapão do estado de Tocantins	Golden grass handicrafts	Tocantins
IP	2014	Rio Negro/ORNAPESCA – Cooperativa P.P.A.P.O.M.A. Rio Negro	Ornamental fish	Amazonas
IP	2012	São João Del Rei/Associação dos artesões de peças em	Handcrafted Tinware	Minas Gerais

		estanho de São João Del Rei		
IP	2013	São Tiago/Associação São-Tiaguense dos produtores de biscoito	Cookies	Minas Gerais
IP	2011	Serro/Associação dos produtores artesanais do queijo do serro	Cheese	Minas Gerais
IP	2012	Vale da uva Goethe/Associação dos produtores de uva e do vinho Goethe	Wine from Goethe grape	Santa Catarina
IP	2009	Vale do submédio São Francisco /Conselho da união das ass. E coop. Dos produtores de uvas de mesa e mangas do vale do submédio São Francisco	Table grape and mango	Pernambuco
IP	2009	Vale dos Sinos/Associação das indústrias de costumes do Rio Grande do Sul	Finished leather	Rio Grande do Sul
IP	2002	Vale dos Vinhedos/Associação dos produtores de vinhos finos do vale dos Vinhedos	Wines: red, white and sparkling	Rio Grande do Sul
DO	2011	Costa Negra/ Associação dos carnicultores da Costa Negra	Shrimps	Ceará
DO	2010	Litoral Norte Gaúcho/ Associação dos produtores de arroz do Litoral Norte Gaúcho	Rice	Rio Grande do Sul
DO	2012	Manguezais de Alagoas/ União dos produtores de própolis vermelha do estado de Alagoas	Red propolis and red propolis extract	Alagoas
DO	2015	Ortigueira/ Associação dos Produtores Ortigueirenses de Mel – APOMEL	Bee's honey	Paraná
DO	2012	Região Pedra Carijó Rio de Janeiro /Sindicato de extração e aparelhamento de gnaisses no nordeste do estado do Rio de Janeiro	Milonite gnaisse of white coloration and red dots of diameter less than 1 cm.	Rio de Janeiro
DO	2013	Região do Cerrado Mineiro/ Federação dos cafeicultores do Cerrado	Green coffee beans and processed roasted beans and or ground	Minas Gerais
DO	2012	Região Pedra Cinza Rio de Janeiro/ Sindicato de extração e aparelhamento de	Milonite gnaisse of white coloration and red dots of diameter less than 1	Rio de Janeiro

		Gnaisses no nordeste do estado do Rio de Janeiro	cm.	
DO	2012	Região Pedra Madeira Rio de Janeiro/Sindicato de extração e aparelhamento de Gnaisses no nordeste do estado do Rio de Janeiro	Milonite gnaisse of white coloration and red dots of diameter less than 1 cm.	Rio de Janeiro
DO	2012	Vale dos Vinhedos/Associação dos produtores de vinhos finos do vale dos Vinhedos	Wine: red, white and sparkling	Rio Grande do Sul
Total 48 (39IP/9DO)	12 years	45 associations	31 products	19 states

Fonte: INPI (2016)

Of the total GIs registered in Brazil ($n = 56$, Tables 1 and 2), 39 are of the "Indication of Origin" and nine of the "Denomination of Origin" from Brazilian applicants and eight of the "Denomination of Origin" from foreigner applicants. Among the latter, Europeans stand out, with France and Portugal accounting for 5.3% and 3.5% of GIs registered by foreign applicants, respectively (Tables 1 and 2). Historically the GIs have walked with the development of human civilizations. In the Biblical books are found examples of indications of origin, as is the case of the wines and cedar of Lebanon, being reported from ancient Greece, going back to the fourth century BC (CRUZ et al., 2008). According to Porto (BRUCH, 2008), the institutionalization of Geographical Indications in Brazil was associated with a process that began in the late nineteenth century, but only in 1996 the Law No. 9279/96 was established (Industrial Property Law) allied to Resolution 75/00 of the National Institute of Industrial Property (INPI). According to this legislation there are two types of geographical indication: the Indication of Origin (IP), which is considered when the geographical area is known as a center of extraction, production or manufacture of a particular product or service; and the Denomination of Origin (DO), identified when the qualities or characteristics of the product derive exclusively or essentially from the geographical environment, including natural and human factors.

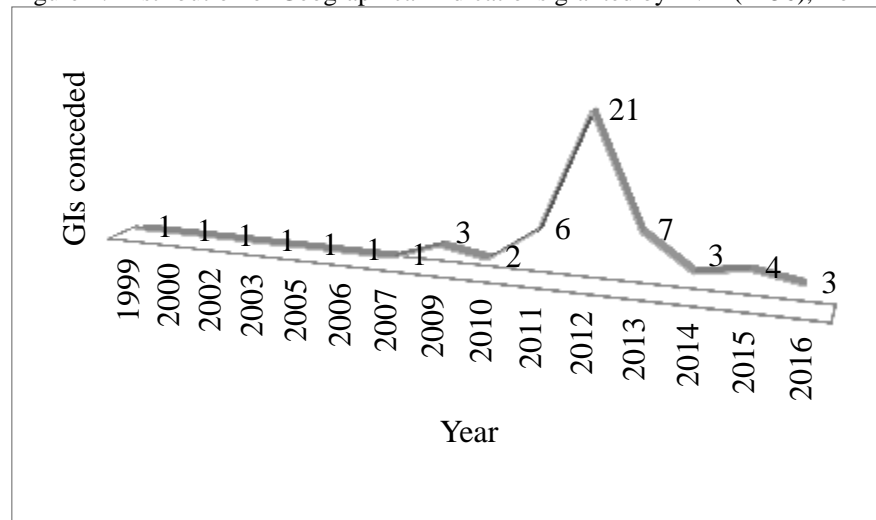
Table 2 – Foreign Geographical Indications (n=8) granted by the National Institute of Intellectual Property (INPI) - Brazil, from 2000 to 2016.

GI (Species)	Year of Registration	Geographic name/Applicant	Product	Country
DO	2000	Região dos Vinhos Verdes/ Comissão de Viticultura da Região dos Vinhos Verdes	Wines	Portugal
DO	2000	Cognac/ Bureau National Interprofessionel du Cognac	Wine distillate or wine spirit	France
DO	2003	Franciacorta/ Consorzio Per la Tutela Del Franciacorta	Wines, wine sparkling and alcoholic beverages	Italy
DO	2009	San Daniele/ Consorzio del Prosciutto di San Daniele	Fresh pork thighs, raw smoked ham	Italy
DO	2012	Porto/ Instituto dos Vinhos do Douro e Porto	Generous wine (liqueur wine)	Portugal
DO	2012	Comté Interprofessionnel Du Vin de Champagne	Wines Sparklings	France
DO	2013	Roquefort/ Conf. Gen. Des Prod. Lait de Brebis et des Ind. De Roquefort	Cheese	France
DO	2012	Napa Valley/Napa Valley Vitners Association	Wines	U.S.A.
Total 8 DO	5 years	8 applicants	3 products	4 countries

Fonte: INPI (2016)

When analyzing the distribution of GIs in Brazil over time, since the creation of Law no. 9279/96, it is noted that there was an increase in registrations requests, mainly in 2012 (Figure 1). It is noticed that in the period from 1999 to 2007, the divulgations and promotions on the subject of Geographical Indications were insignificant, having approximately one record per year. An example of a GI of this period was the "Green Wine Region", the first indication recognized by the INPI in 1999. For Belas (2012), the increase in concessions in the years 2011-2012-2013 was due to better bureaucratic structuring of INPI and the agency's political decision to increase the number of Brazilian GIs, following the tendency of other emerging countries to strengthen their national protection systems in order to valorize products and services in the internal and external market. This was also driven by the substantial increase in demand caused by the intensification of actions from partner institutions in the identification of potential GIs and offering technical and financial support to producers.

Figure 1: Distribution of Geographical Indications granted by INPI (n=56), from the year 1999 to March 2016.



Font: INPI (2016)

Given this scenario, it is noticeable that GIs in Brazil are still little known and explored, as Valente et al. (2012) emphasizes, but other causes may be pointed like the lack of motivation, incentives and identification of specification of details that make a product unique. There is a lack of knowledge about its meaning and potential for economic return, even the country having a strong potential for this kind of protection, since products that have peculiarities stemming from the traditional knowledge and practices of different human communities present in Brazilian territory can be identified (see E.g. [BORTOLOTTI; NETO, 2005; TEIXEIRA et al., 2011; DUTRA, 2012; MASCARENHAS; GÂNDARA, 2012]).

Geographical Indications comprise intangible intellectual property assets, appearing as a means of fostering the socioeconomic development of a locality. In economic terms they can allow a better distribution of the value added throughout the production chain, from the producer of the raw material to the manufacturer. According to Valente et al. (2012) some countries, in particular those belonging to the European continent, have long been using the legal protection provided by the registration of GIs as a way of making their products and services more competitive across a wide range of markets and developing less favored regions.

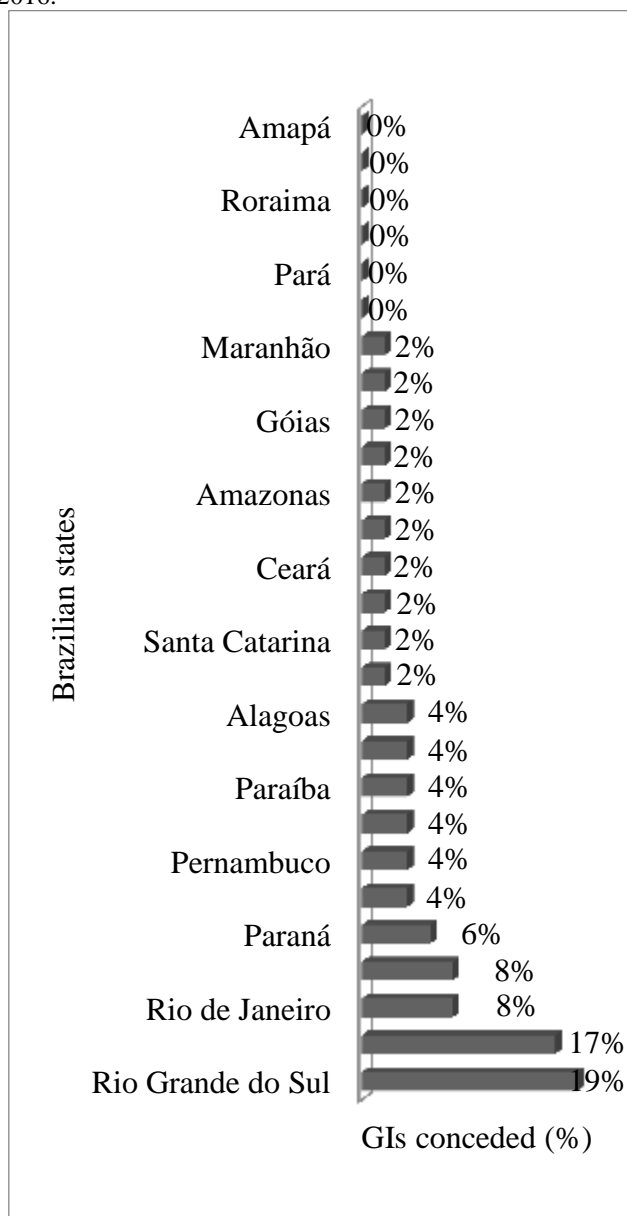
The formal application to the INPI must be carried out by associations or institutes, through persons legally able to represent the collectivity of the manufacturers of the good or product, legitimizing the exclusive use of the geographical name established in the respective territory. Thus, among the Geographical Indications analyzed, there are a total of 45 national and eight foreign applicants, totaling 53 associations/cooperatives involved in the protection of typical services and products. Among the nationals, the applicants from the state of Rio Grande do Sul (n=9) stand out, being this state the largest holder of protections nationwide. In order for a product and/or service to

be protected by a Geographical Indication it is necessary that they find certain requirements so their reputation can be proven, and thus, the protection granted. First, the quality of each product must be known and proven through documents attesting to its notoriety, which may include data from documents, scientific works, newspapers or other records. Secondly, that it be established with objective data that the products are differentiated from those of other regions. Third, reputation or other characteristics of each product must be proven as original from the respective geographic areas (climate, soil) and/or human factors of the region, such as typical production methods (INPI, 2000).

The Geographical Indications granted are linked to 31 typical products such as coffee, cheese, golden grass handicrafts, fillet embroidery, renaissance lace, lace needle, clay pots, sugar cane brandy and handcrafted tinware. From the total of Geographical Indications granted, a percentage of 30.3% (n=17) is destined to the protections of beverages, such as wines (fine, white, muscatel, sparkling and liqueur) and spirits of the cachaça type, followed by Craftsmanship with 12.5% (n=7).

Of the regions that make up the Brazilian territory, only the southeastern and northeastern regions have at least one GI granted to each state (Figure 2). Among the Brazilian GIs, 19% (n=9) are products from the Regions of the State of Rio Grande do Sul (RS), 17% (n=8) of Minas Gerais and 8% of Rio de Janeiro, and in the same percentage, from Espírito Santo (n=5 products in each state), representing 52% of the total national concessions (Figure 2). It is important to note that a single GI can cover more than one state, which is the case of GI200701 (Sub. São Francisco Valley), which comprises two states, for Table Grapes and Mango, original from the hinterland region between the western part of the State of Pernambuco and northern part of the State of Bahia.

Figure 2 – Percentage Distribution of Brazilian Geographical Indications granted (n=48) by Brazilian states up to May 2016.



Font: INPI (2016)

Of the GIs granted to the state of Rio Grande do Sul, the majority (n=6) is related to the production of wines (sparkling, white and red), showing that this state has great potential for the production and protection of this type of drink. Viticulture is a recent economic activity in Brazil, when compared to the traditional producing countries of Europe. Rio Grande do Sul is the main producer of processing grapes, accounting for around 95% of the total grapes processed in the country (INPI, 2000), although there is no protected geographical indication for grapes to date.

There was also for the state of Rio Grande do Sul the geographical indication of DO species, the first Brazilian DO "Litoral Norte Gaúcho" for rice, in 2010. The projections of agribusiness in Brazil show that Rio Grande do Sul is, and will continue being the leader in the production and

expansion of rice production. The state production represents in 2014/15, 68.0% of the national production, being important to emphasize that rice production in this state is irrigated and this one has a long tradition in this system of cultivation (EMBRAPA, 2006).

In Minas Gerais, where GIs are also prominent (17% of the total, see Figure 2), the protections are more diverse when compared to Rio Grande do Sul, where coffee is the highlight among the eight protections for Minas Gerais. Although fruit growing is one of the distinguishing sectors of Brazilian agribusiness, Brazil being the third largest producer of fruit in the world [27], only 8.3% of the GIs granted to Brazil (GI200701 - Table grapes and mangoes, GI200209 - Cocoa in almonds, GI201108 - Melon and BR402015000008-8 - Guava) are focused on this sector. This percentage is relatively low, as Brazil is recognized for the great variety of fruits produced in all regions of the country, both from permanent and temporary plantations, which further enhances the opportunities for small businesses (BRASIL, 2016).

4. Conclusions

Brazil has many regional peculiarities expressed and perpetuated by the cultural traditions of its population, which makes it a unique country. However, much needs to be done so that all its pluralities become not only known but valued and preserved. This way, an interesting scenario emerges for the Geographical Indications, since they constitute one of the forms of protection for products and services, which aim to highlight, mainly, its distinctive aspects. Compared with the Geographical Indications granted to other regions, such as Europe, the 48 Brazilian GIs registered become of little value, showing that in Brazil there is still no culture of protection of their traditional products.

The great potential of Brazil for the registration of GIs was evidenced by the increase in the number of protections granted mainly in 2012, when there was a significant increase in this number. During the analyzed period (1999 to 2016), the number of GIs granted to the states of Rio Grande do Sul, Minas Gerais, Rio de Janeiro and Espírito Santo was highlighted. This increase in the number of GIs reflects the efforts made by producers and public agencies in valuing and protecting traditional products of social, cultural and economic importance for their regions.

Taking into account that all Brazilian regions hold potential products to obtain a GI, the trend is that the number of registrations by the INPI increases according to the demand, in order to protect products and services typical of certain regions, making the aggregation of value possible, as well as the preservation of different traditions, valorization of local culture and increase in visibility of the products from the varied regions and their producers.

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Recebido: 08/07/2017

Aprovado: 26/12/2018