



Geographical Indications (GIs) in the UK-Japan CEPA



- ▶ The UK-Japan deal (CEPA) includes a new provision allowing more world-famous UK products to receive protected recognition in Japan.
- ▶ The provision (Article 14.34 paragraph 5) sets out an improved process for adding new GIs. Under CEPA, it has been agreed that all eligible UK products will be put through Japan's GI approval process.
- ▶ This arrangement improves upon the GI terms of the EU EPA, under which the EU was not able to put forward any new products for protection without explicit Japanese agreement.
- ▶ This will allow many additional UK products to be put forward for protection in Japan. This would not have been possible under the EU EPA because Japan would not have been obliged to progress all the GIs put forward. The EU must negotiate each new GI individually on a case-by-case basis.
- ▶ In addition, UK businesses will not need to navigate the Japanese administrative system on their own to get their iconic UK goods protected under the CEPA. The UK government will put forward new GIs for protection in Japan on behalf of UK producers, saving time and money for UK businesses.
- ▶ The UK will provide Japan with our list of GIs in 2021. All of these GIs will go through examination and opposition procedures as set out in the domestic law of Japan. This should be straightforward unless there are exceptional circumstances. This could be, for example, a producer in Japan already using the name of a UK GI.
- ▶ Once these processes are complete, the CEPA will be amended to include these GIs for protection in Japan. This will improve recognition for iconic UK brands in the Japanese market – benefitting businesses and workers across the UK.
- ▶ It was not possible to complete the domestic protections for new UK GIs during the course of the negotiation due to time constraints. We concluded the entire negotiation with Japan in a little over 4 months, whereas registering a GI for protection in Japan takes longer. We secured the best possible outcome in the time available: ensuring all eligible UK products will go through Japan's GI approval process in due course.