



PRESS-RELEASE

EU Regional Project Paves the Way for Successful Geographical Indications Systems in Central Asia

Almaty, 5 October 2012 - An international forum "Increasing recognizability of Central Asia as a supplier of high-quality and unique agricultural produce, creating favourable conditions for successful systems of Geographical Indications" was held in Almaty, Kazakhstan.

One of the sub-components of the activities of the international consortium "CANDY V" is aimed at strengthening the capacity of groups of producers, processors, exporters, experts, and consultants in Central Asian countries in the field of product promotion, increase recognisability and image of the Central Asian countries through the application of Geographical Indications (https://www.wipo.int/geo_indications/en/). A number of activities were carried out within the framework of the project to initiate and pilot the introduction of products with the potential of Geographical Indications, the quality and characteristics of which are determined by their place of origin, local traditions of production methods and specific properties associated with certain territories and their heritage in Tajikistan, Kazakhstan, Uzbekistan and Kyrgyzstan.

UNDP's regional project 'Aid for Trade in Central Asia' as part of its work to increase MSME's competitiveness implements activities to advance the Geographical Indications in Central Asian region for increased recognition of Central Asian GIs by consumers in relevant markets and improved market access.

The participants of the forum from Austria, Tajikistan, Kyrgyzstan, Kazakhstan, Uzbekistan, France and Switzerland jointly summed up the results of the activities implemented over the previous two and a half years and identified further joint actions to promote and develop Geographical Indication systems in Central Asia.

Experts from EU countries representatives of the ministries of agriculture, ministries of economy and trade, national patent offices, tourism development agencies, manufacturers, processors, food exporters, representatives of local and international organizations operating in Central Asia attended the forum.

The event was organized by the "CANDY V" consortium led by the international Austrian organization Hilfswerk International within the framework of the project "Regional Integration and Capacity Building to Boost Agribusiness MSMEs Competitiveness and Trade Promotion in Central Asia", funded by the European Union program "Central Asia - Invest V" and the Austrian Agency Development, jointly with UNDP's 'Aid for Trade in Central Asia' project funded by the Government of Finland.

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. To this end the EU is active in Tajikistan since 1992 and provides approximately EUR 25 million annually in development assistance.



The project is funded also by the Austrian Development Cooperation. The Austrian Development Cooperation supports countries in Africa, Asia, South Eastern and Eastern Europe in their sustainable development. The Federal Ministry for European and International Affairs plans the strategies. The Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation, implements programs and projects together with public institutions, civil society organizations as well as enterprises.



Since 1978, the internationally active Austrian non-governmental organization **Hilfswerk International (HWI)**, in close cooperation with local mission offices and partners all over the world combats poverty through the promotion of economic and social development intended to lead to a process of sustained economic growth, linked to structural and social change. In the last twelve years in Central Asia, HWI has been uniting the efforts of 13 regional and EU organizations to substantially contribute to Central Asia's integration into the global economy by developing the fruit and vegetable processing sector and increasing the competitiveness and export capacity of SMEs. Since 2020 HWI implements in equal partnership with Central Asian & EU organizations its fifth project as part of the "Central Asia – Invest" program of the European Union.



Ulkoministeriö
Utrikesministeriet
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Empowered lives.
Resilient nations.

UNDP 'Aid for Trade in Central Asia' project

The UNDP's Aid for Trade project works on promoting inclusive and sustainable growth in Kyrgyzstan, Tajikistan and Uzbekistan through promotion of green productive capacities and competitiveness to support the countries' efforts to diversify their economies and export baskets and promote trade.

The strategy is to provide support to building 'forward-looking' productive and export capacities of the private sector with focus on higher-added value 'niche' products, identified in the agricultural, agro-industrial, but also in other employment-rich and potentially "green" sectors, to contribute to more economically, socially and environmentally sustainable growth patterns. The emphasis is on green marketable products, the production of which can lead to an increase in decent employment and competitiveness, while simultaneously improving export market access and reducing trading costs.

PARTNER ORGANIZATIONS:



ASSOCIATION OF FRUIT AND VEGETABLE ENTERPRISES IN KYRGYZSTAN (AFVE) was established in June 2003 and currently unites most fruit and vegetable enterprises in the country, developing the fruit and vegetable processing sector and enterprises by creating a favorable business environment and developing the market for processed products. The "Association of fruit and vegetable enterprises" is a non-governmental, non-profit organization uniting legal entities engaged in the production and processing of agricultural produce, on the basis of free will and common interests.



MARKAZI IDORAKUNII SIFAT (MIS) – Public Consulting Organization is professional union of specialists, working in the field of introduction of advanced quality control systems, and implementing the activity, aimed at the enhancement of management methods, and as a result, the quality of the services provided. Since 2012 work for contribution in the sustainable economic development of Tajikistan through strengthening organization and institutional potential of the domestic producers via implementation of training programs and provision consulting services.



UNION OF PROFESSIONAL CONSULTANTS OF TAJIKISTAN (UPCT) is a non-profit organization uniting professional consultants to increase the efficiency and effectiveness of consulting services, increase the level of professional development of consultants and provide high-quality services to government bodies, public associations, business and society as a whole. UPCT was established in 2010. The organization has experience in matters related to: developing economic development reforms by using and implementing international best practices; legal analysis of documents, preparation of legal opinions, development of recommendations and development of regulatory legal acts in many areas of the economy; monitoring legislation and tracking changes in the regulatory framework of the Republic of Tajikistan; facilitating the work of working groups to improve the legislation of the Republic of Tajikistan in the field of business environment, investment climate and private sector development, as well as simplifying trade procedures and lobbying of private sector interests.



The Association of Legal Entities "KAZAKHSTAN ASSOCIATION OF SUGAR, FOOD AND PROCESSING INDUSTRIES" (**KASFPI**) is a non-profit organization established in 2012 that unites the leading producers of white sugar in Kazakhstan, as well as producers and processors of fruits and vegetables. The purpose of the Association is to support and promote the development of enterprises in the food and processing industries of the Republic of Kazakhstan, participation in law-making activities and strengthening business ties with foreign partners.



Sharing knowledge
for ethical and tasty food

REDD France - Founded in January 2016, REDD is a French based company and subsidiary of REDD SA based in Switzerland. REDD accompanies value chain stakeholders and policy makers in adopting innovative strategies that meet consumers new expectations and concerns. REDD SAS also raises awareness and disseminate information on stakes related to food systems among consumers, citizen, adults and children.

REDD SAS experts' knowledge and skills gathered from our involvement in technical assistance and research projects feed directly into our training modules and vice-versa, creating a dynamic transfer circuit.

REDD has been active in many regions, worldwide including South-east Asia, the Balkans and the Caucasus.



AUSTRIAN AGRICULTURAL CLUSTER (AAC) – The AAC was founded in 1999 and represents the most innovative Austrian suppliers of agricultural and food processing technologies as well as animal breeding organizations. The export-cluster is supported by the Austrian Federal Ministry of Agriculture, Regions and Tourism and the Austrian Federal Chamber of Commerce. The AAC stands for SUSTAINABLE AGRIBUSINESS solutions. The services range from consulting, conceptual planning and project development until the modernization of existing and delivery of new turn-key projects.



QUALITY AUSTRIA - Quality Austria is the leading Austrian contact for the Integrated Management System, based on quality, environmental and OH&S (occupational health and safety) management, and the topic of business quality. With our holistic approach, we perceive „quality “as an integrated concept. As an internationally operating organization we accompany our clients in approximately 30 countries. For us certification is a way of supporting companies in achieving their objectives and in fulfilling diverse requirements. Our main focuses are system and product certification, training, and personal certification, organizing the Austrian Excellence Award as well as business events. Quality Austria has the most extensive scope of accreditation in the field of management systems in Austria. We are accredited by the Federal Ministry for Digital and Economic Affairs (BMDW) in the areas of management systems according to ISO/IEC 17021-1, certification of persons according to ISO/IEC 17024 and certification of products according to ISO/IEC 17065. Our auditors, trainers, assessors, and technical experts have extensive practical experience, and expertise from industry and standards knowledge.