



## PRESS-RELEASE

GI DEV



### Bishkek hosts a Regional Project Meeting on the Development of Geographical Indication (GI) Systems in Central Asia

**November 13–14, 2025, Park Hotel, Bishkek, Kyrgyzstan**

Hilfswerk International, a leading Austrian non-profit organization, in cooperation with the World Intellectual Property Organization (WIPO), will host a project meeting dedicated to promoting **Geographical Indication (GI)** systems and strengthening mechanisms for protecting traditional products in Central Asian countries.

The event will take place on **November 13–14, 2025**, at **Park Hotel** (87 Orozbekov Street, Bishkek), bringing together representatives of Government agencies, national patent offices, international experts, producers, and partners from **Kazakhstan, Kyrgyzstan, and Tajikistan**.

#### Purpose of the Meeting

The primary objective of the meeting is to review the project's achievements, outline next steps to strengthen regional GI systems, promote registered GI products, and encourage knowledge exchange and cooperation among participating countries.

#### Agenda Highlights

- Presentation of project results and future priorities
- Showcasing unique GI-registered products: *Almaty Aport (apple)*, *Ashtak from Asht (dried apricot)*, and *At-Bashy White Honey*
- Discussion on legal protection, branding, marketing strategies, and the sustainable development of GI systems
- Updates on national working groups and their initiatives to promote and popularize GI use

#### Participants

The event will bring together representatives of Government bodies, national patent offices, international experts, and producers from **Kazakhstan, Kyrgyzstan, and Tajikistan**. Key participants include experts from **WIPO, Hilfswerk International, and REDD France**.

## About the Project

The project is implemented by **Hilfswerk International** with the support of **WIPO**, in cooperation with the **Kazakhstan Association of Sugar, Food and Processing Industries (KASFPI)**, and the **Association of Fruit and Vegetable Enterprises of Kyrgyzstan (AFVE)**. Its goal is to develop **Geographical Indication (GI)** systems in Central Asia, promote sustainable rural development, enhance product recognition, and preserve the region's cultural heritage.

This initiative is part of a broader **Hilfswerk International** program in Central Asia aimed at fostering the region's **socio-economic development** and **integration into the global trade network**.



The entire initiative of projects in Central Asia, implemented for more than 20 years in a row in a single team with regional and international organizations, is aimed at developing the sector of production and processing of fruit and vegetable products, increasing the competitiveness, recognition and export potential of MSMEs, as well as integrating Central Asia into world trade.



**WIPO** is the United Nations agency that serves the world's innovators and creators, ensuring that their ideas travel safely to the market and improve lives everywhere. WIPO does so by providing services that enable creators, innovators and entrepreneurs to protect and promote their intellectual property (IP) – patents, trademarks, designs, geographical indications and copyright – across borders and acting as a forum for addressing cutting-edge IP issues. WIPO's IP data and information guide decisionmakers the world over. WIPO's impact-driven projects and technical assistance ensure IP benefits everyone, everywhere.

### ***PARTNER ORGANIZATIONS in Central Asia:***



**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.



**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.