English version

AREPO report on the EU Trade Agreements

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AREPO
ASSOCIATION DES RÉGIONS EUROPÉENNES DES PRODUITS D'ORIGINE

The Association of European Regions for Products of Origin

The European network of regions and producer associations
that deals with products of quality and origin

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It simply is a technical analysis realised by AREPO services.

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I. EU - CETA

The agreement, **provisionally entered into force** on 21 September 2017 and **still waiting to be ratified by 10 Member States, protects 172 GIs,** mainly agri-food.

The list of GIs covered by the Agreement **may be amended to include new GIs**, registered after the conclusion of the Agreement. On the contrary, GIs already registered before the agreement and not included in the list, cannot be included in the list. In general, the recognition and protection of GIs in Canada is improved following CETA, because Canada has established a new system of protection that allows GIs not listed in the agreement to apply for protection in Canada.

A permanent negotiating tool, the **EU/Canada Committee on GIs**, has also been established to report on GI issues.

More information: EC focus on EU-CETA

GUIDE TO GEOGRAPHICAL INDICATIONS IN CANADA

II. EU - JAPAN

Entered into force on 1 February 2019, the Agreement initially protected 211 geographical indications (GIs), mainly in the agri-food sector. One of its key strengths, compared to CETA, is the **possibility to add any new GI at a later stage**. In parallel, producers may also seek protection directly through the Japanese GI system.

Since its entry into force, **the list of protected GIs has been expanded three times**, bringing the total number to 423 Gis, 291 from the EU and 132 from Japan.

The Agreement also established the **EU–Japan Committee on Geographical Indications**, a dedicated body responsible for monitoring the implementation of the GI chapter and facilitating updates to the list.

More information: EC focus on EU-Japan Economic Partnership Agreement

III. EU – MERCOSUR

On 6 December 2024, the EU and the Mercosur states (Argentina, Brazil, Paraguay and Uruguay) reached a **renewed political agreement for a trade deal**. While the official text still needs to be submitted to the Council and the European Parliament, **the agreement will, upon its entry into force, protect more than 340 geographical indications** (GIs).

Under the terms of the agreement, the use of a GI will be prohibited for products that do not originate from the designated geographical area, and terms such as “class”, “type”, “style”, “imitation”, or “like” will not be permitted. The agreement also safeguards GIs against misleading uses of symbols, flags, or images that may falsely evoke a geographical origin.

For a limited number of GIs, exceptions apply under “grandfathering” or “prior user” clauses: operators who were already using certain names before their inclusion in the agreement may continue to do so. For the first time, however, EU producers will have access to a publicly available list of authorised operators in the Mercosur countries. This list of prior users must be published and ratified before the agreement itself can be signed.

The annex on GIs may be amended in the future to include new GIs from both sides. A remaining point of concern is the provision identifying certain names that must be treated as generic terms, such as "cheese" or "ham", which therefore cannot benefit from GI protection.

More information: EC focus on EU - Mercosur Trade agreement

IV. EU - VIETNAM

The agreement, signed on 30th June 2019, following the approval by the European Parliament and the Council as well as after the ratification by the Vietnamese National Assembly, **entered into force on August 1st, 2020**.

169 GIs are protected and the list of GIs covered by the Agreement can be amended and any GIs can be added later. Protection of certain EU GIs will be subject to certain limitations (Champagne, Parmigiano Reggiano, Feta).

Click here to read the analysis realised by AREPO services.

More information: EC focus on EU-Vietnam Trade Agreement

V. EU – CHINA

China has a long-established and comprehensive system for the protection of geographical indications. The EU–China bilateral agreement on GIs, which **aims to protect 100 EU GIs in China and 100 Chinese GIs in the EU, entered into force on 1 March 2021**. This agreement ensures a high level of protection against imitation, evocation, and counterfeiting for the registered names on both sides.

Four years after its entry into force, the scope of the agreement **is set to expand: an additional 175 GIs from each side will be eligible for protection**, following the same registration procedure applied to the initial list of 100 names. The agreement also establishes a mechanism allowing for the future addition of further geographical indications beyond these 275.

It is worth noting that the US–China Economic and Trade Agreement may intersect with the EU–China GI framework. In particular, the United States has secured a commitment from China requiring that decisions taken under international agreements, including those related to GI recognition, must not compromise market access for US exports. This provision has raised concerns about its potential impact on the effective implementation of the EU–China GI agreement.

More information: EU-China agreement on GIs

VI. EU – AUSTRALIA

Negotiations between the European Union and the Australian Government for a comprehensive and ambitious Free Trade Agreement began in June 2018. Among the EU's key objectives is the protection of EUGIs: **the EU has requested that Australia protect around 400 names** (including 234 spirits and 166 food-products), in addition to wine GIs already protected in Australia. The EU typically targets compound names such as "Camembert de Normandie" or "Pecorino Romano", rather than generic names like "Camembert" or "Pecorino".

The EU–Australia discussions on GI names remain ongoing, with particular focus on reconciling conflicting prior uses and reaching alignment on evocation and generic use. According to Australia's

Department of Foreign Affairs and Trade, the EU has indicated that it will not expand the list of GI names it has already submitted during the negotiations; instead, **the EU expects a post-FTA process to allow new GI applications.**

In June 2025 both parties reaffirmed their commitment to revive the talks, noting that while agriculture and market-access remain major sticking points, progress on GIs is considered essential to reaching a deal.

More information: Towards an EU-Australia Trade Agreement

VII. EU – NEW-ZEALAND

The European Union and New Zealand launched negotiations for a comprehensive Free Trade Agreement (FTA) in June 2018. After reaching a political agreement on 30 June 2022, the text was signed on 9 July 2023 and **entered into force on 1 May 2024.**

Under the agreement, **New Zealand grants full protection to the EU's entire list of wine and spirit GIs, around 2000 names, as well as 163 EU food GIs**. In return, the EU protects 23 New Zealand wine GIs. Find GIs registered in New Zealand here.

The agreement also establishes a mechanism for both Parties **to expand the list in the future**: each Party may add up to 30 PDO/PGI food names every three years after the entry into force of the agreement.

The agreement provides strong protection measures. The use of a GI for products that do not originate from the designated geographical area is prohibited, and terms such as "kind", "type", "style", "imitation", or similar qualifying expressions may not be used. The agreement also protects GIs against misleading use of symbols, flags or images that could falsely evoke a specific geographical origin.

More information: EC focus on EU-New Zealand Trade agreement

EU and New Zealand sign ambitious free trade agreement

EU-New Zealand Factsheet

VIII. EU – INDIA

On 8 May 2021, EU and Indian leaders agreed to resume negotiations for a "balanced, ambitious, comprehensive and mutually beneficial" trade agreement, after talks had been suspended since 2013, and to launch parallel negotiations on a standalone agreement on GIs. The EU and India share a strong interest in protecting their GIs, and the future agreement is expected to facilitate consumer access to quality products on both sides while strengthening the global promotion of GIs.

The first round of GI-specific negotiations took place in New Delhi from 27 June to 1 July 2022. Discussions covered the EU's request for the protection of its GIs under the bilateral agreement; **India's request to include non-agricultural GIs**; essential control and enforcement provisions; India's requirement for the registration of authorised users for each GI; and the EU's request for a high level of protection (TRIPS Article 23-plus) beyond wines and spirits.

Negotiations remain ongoing. While both sides reaffirmed in 2024 and 2025 their commitment to concluding an overall free trade agreement, the GI chapter continues to be treated as a separate, parallel track. According to recent statements, the EU and India aim to complete the broader FTA by the end of 2025, with the dedicated GI agreement expected to follow.

Reports of negotiations are available here.

More information: Towards an EU-India trade agreement

IX. EU – CHILE

The EU and Chile concluded negotiations to modernise the trade pillar of the existing EU–Chile Association Agreement on 9 December 2022. The Advanced Framework Agreement and its accompanying Interim Trade Agreement were signed on 13 December 2023, with the Interim Trade Agreement **entered into force on 1 February 2025**.

The modernised agreement includes a comprehensive chapter on intellectual property rights (IPR), notably strengthening protection for geographical indications (GIs) beyond TRIPS standards. **It provides for the protection of 216 EU GIs for food and drinks in Chile**. These protections come in addition to the existing bilateral agreement on wines and spirits, which already covers 1,745 wine GIs and 257 spirit and aromatised wine GIs. **The agreement also establishes a mechanism allowing for the future addition of new GIs by both Parties**.

Under the agreement, it will be illegal to market imitations of protected names:

• the use of a GI for non-genuine products will be prohibited;

• qualifying terms such as “kind”, “type”, “style”, “imitation”, or similar expressions will not be allowed; and

• GIs will be protected against misleading use of symbols, flags or images that evoke a false geographical origin.

More information: Towards an EU–Chile Advanced Framework Agreement.

X. EU – INDONESIA

The European Union and Indonesia are negotiating a Comprehensive Economic Partnership Agreement (CEPA). Negotiations were officially launched on 18 July 2016 and a political agreement was reached on 13 July 2025.

On 23 September 2025, the EU and Indonesia concluded negotiations for both the CEPA and a dedicated Investment Protection Agreement.

The CEPA includes a robust chapter on GIs, providing **direct protection for 221 EU GIs and 72 Indonesian GIs**. These cover emblematic agri-food products, such as European meats and cheeses and Indonesian spices and coffees. This high level of protection strengthens export prospects in premium-quality sectors by ensuring exclusive use of registered GI names and helping producers position their products on high-value markets.

More information: EU-Indonesia Comprehensive Economic Partnership Agreement and Investment Protection Agreement

USEFUL LINKS

European Commission: Negotiations and Agreements

European Parliament: Trade agreements: what the EU is working on