



# Utilization of Geographical Identification in Asia

## Case study of Kampot Pepper

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## **Introduction and Objective of the study**

This case study was conducted by Cambodian Institute for Research and Rural Development (CIRD) at the request of Asian Institute of Technology (AIT). The study report was submitted to AIT, which was included as part of: Food Marketing Research and Information Center (FMRIC) (2017) Report on overseas registered product case studies: Business strategies using GI, March, Ministry of Agriculture, Forestry and Fisheries, Japan (in Japanese).

This case study aims at collecting information on one of the certified GI products in Cambodia, Kampot Pepper, and outline how they are using GI in its marketing strategy and economic benefit that GI brings to the producers. It explores the benefit of obtaining GI and the factors that lead to such benefit.

## **Background of Kampot pepper PGI establishment**

Kampot Pepper Promotion Association (KPPA) was formally registered in December 2008. Its creation was supported by the National Pilot project for Geographical Indications Protection in Cambodia (“PGIP”) of the Ministry of Commerce (MoC) and the Ministry of Agriculture Forestry and Fisheries (MAFF). This national PGI project was funded by the Agence Française de Développement (AFD) from June 2007 to June 2010 with technical assistance from GRET and CIRD.

KPPA was established to carry the application for the registration of Kampot pepper as a Protected Geographical Indication, and then, once the GI was registered, to implement internal control, to contract certification body and to ensure the promotion and protection of Kampot pepper as a Protected Geographical Indication.

The process of development of the Book of Specification of the GI was also supported by the PGIP project, which has also invested in promotion of Kampot pepper and in significant capacity building for the association, notably to develop procedures and tool for internal control system.

Kampot pepper was officially registered as the first Cambodian Protected Geographical Indication in April 2010.

A light follow-up support was provided to KPPA by GRET and CIRD as part of a broader project funded by the EU “Food Facility” from June 2010 to June 2011, with additional support provided on management, control and promotion.