

Launch of GView

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Today sees the launch of [GView](#), a new search database for all geographical indications (GIs) protected at European Union level.

GView provides a single entry point for data on GIs registered in the EU, and is a useful asset for consumers, producers and intellectual property professionals. It also contains detailed information on non-EU GIs protected at EU level through bilateral and multilateral agreements, and on EU GIs protected in non-EU countries.

The database, officially launched at the online conference 'Strengthening GIs,' is continually updated with official registered data from the European Commission ([Directorate-General for Agriculture and Rural Development](#)) and is developed and maintained by the EUIPO.

Geographical indications are a key economic asset for the European Union, and form part of the EU-wide system of intellectual property rights. According to [research by the EUIPO and the European Patent Office](#), industries intensive in GI rights support nearly 400 000 jobs across the EU, and contribute over €20 billion to the EU's GDP.

Additionally, [a study published by the European Commission](#) puts the yearly sales value of GI-protected products at €74.76 billion annually, a fifth of which results from exports outside the EU.

The EU Commissioner for Agriculture, **Janusz Wojciechowski**, said:
I am proud to see the launch of the GView portal, developed by the EU Intellectual Property Office. This platform is a great tool to give further publicity to our famous European geographical indications and those protected

under our international agreements. Every EU registered geographical indication has a story behind it, reflecting the variety and wealth of products that our continent has to offer. My services and I will continue to look into ways to strengthen geographical indications, having shown their added-value for producers and consumers alike.

The Executive Director of the EUIPO, Christian **Archangeau**, said:
GIs not only guarantee quality, but also create value and support jobs across our Union. They are an important IP right which help to sustain our Europeans traditions, heritage and way of life. As well as assisting users of the EU IP system, we hope that GView will also help citizens gain a greater awareness of the GI protection system in the EU, and of the contribution of GIs to our economy.

GView contains data such as GI type (PDO, PGI, GI), priority date, legal status, basis of protection in relation to all GIs covering wines, spirit drinks and aromatised wines, agricultural products and foodstuffs protected at EU level. A special feature of GView is that it is made open to national authorities and to producer groups to upload extended data, such as the contact data of the GI producer groups and control bodies, maps, photographs of the product, product description, the geographical area, sustainability statements, and other information. This is designed both to maximize information about GIs, and to directly assist anti-fraud authorities who will easily see the descriptions and photos of genuine product and be able to directly contact the concerned authorities and the producer group of the genuine product in case of an investigation.

Watch the video