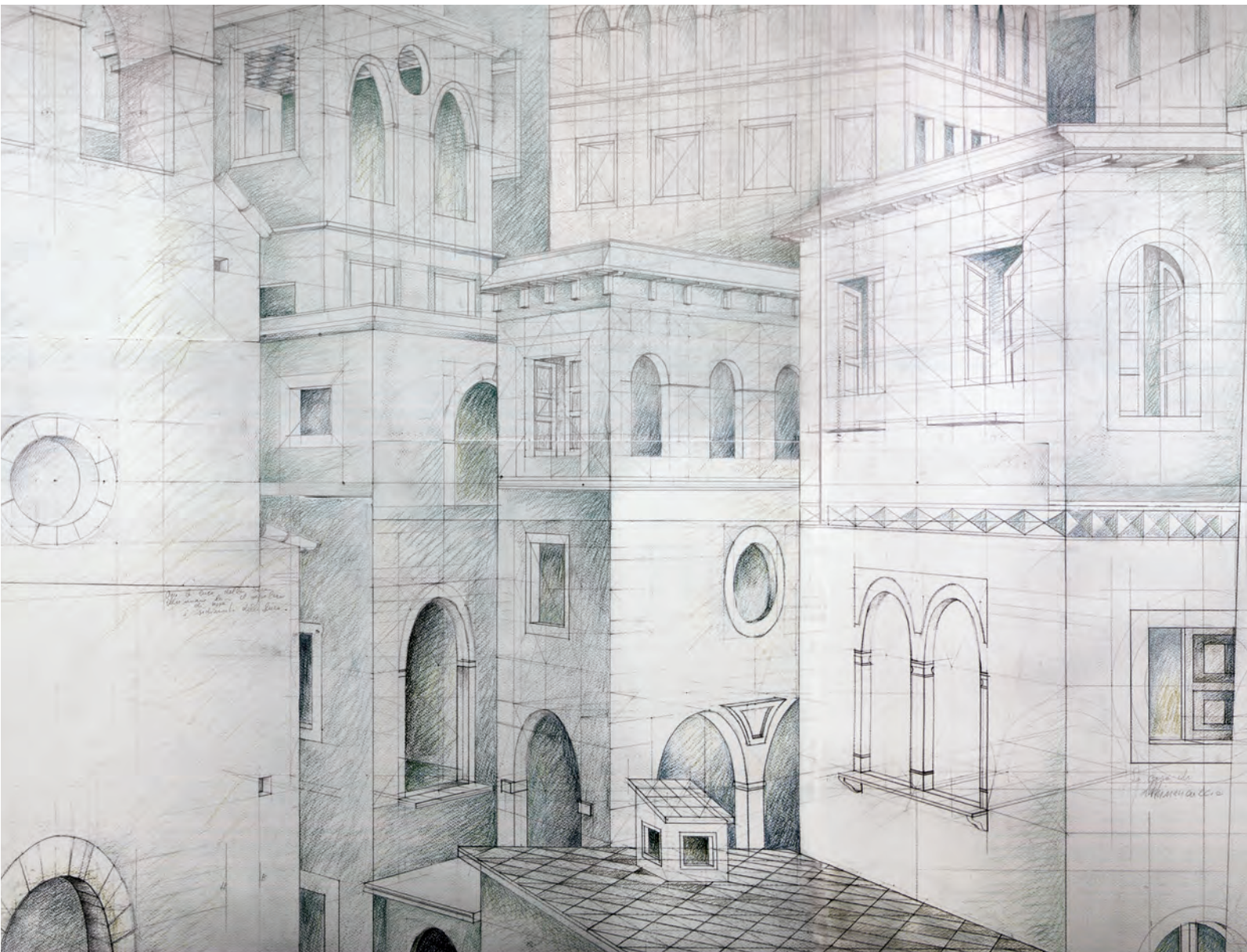
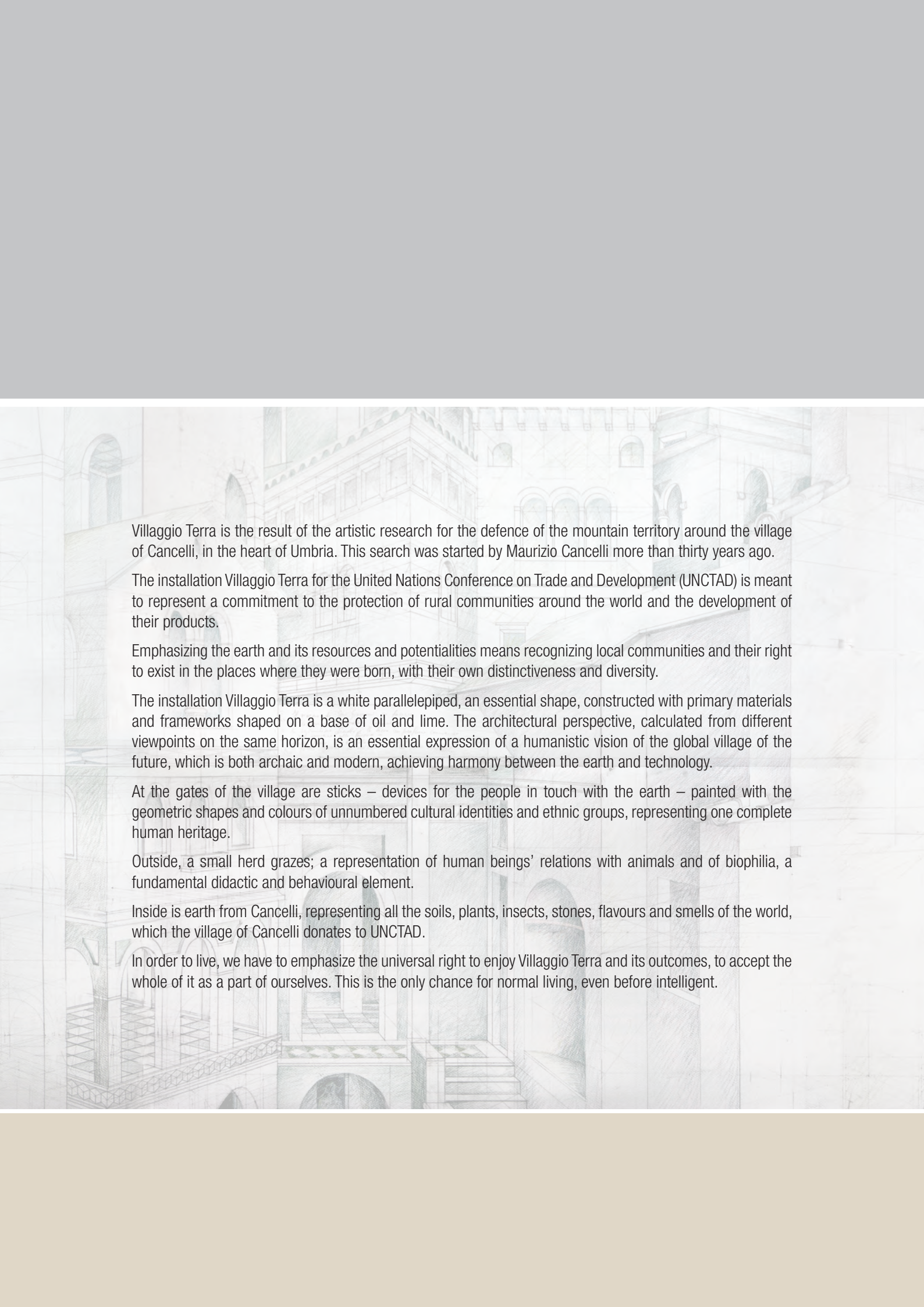




WHY GEOGRAPHICAL INDICATIONS FOR LEAST DEVELOPED COUNTRIES?





Villaggio Terra is the result of the artistic research for the defence of the mountain territory around the village of Cancelli, in the heart of Umbria. This search was started by Maurizio Cancelli more than thirty years ago.

The installation Villaggio Terra for the United Nations Conference on Trade and Development (UNCTAD) is meant to represent a commitment to the protection of rural communities around the world and the development of their products.

Emphasizing the earth and its resources and potentialities means recognizing local communities and their right to exist in the places where they were born, with their own distinctiveness and diversity.

The installation Villaggio Terra is a white parallelepiped, an essential shape, constructed with primary materials and frameworks shaped on a base of oil and lime. The architectural perspective, calculated from different viewpoints on the same horizon, is an essential expression of a humanistic vision of the global village of the future, which is both archaic and modern, achieving harmony between the earth and technology.

At the gates of the village are sticks – devices for the people in touch with the earth – painted with the geometric shapes and colours of unnumbered cultural identities and ethnic groups, representing one complete human heritage.

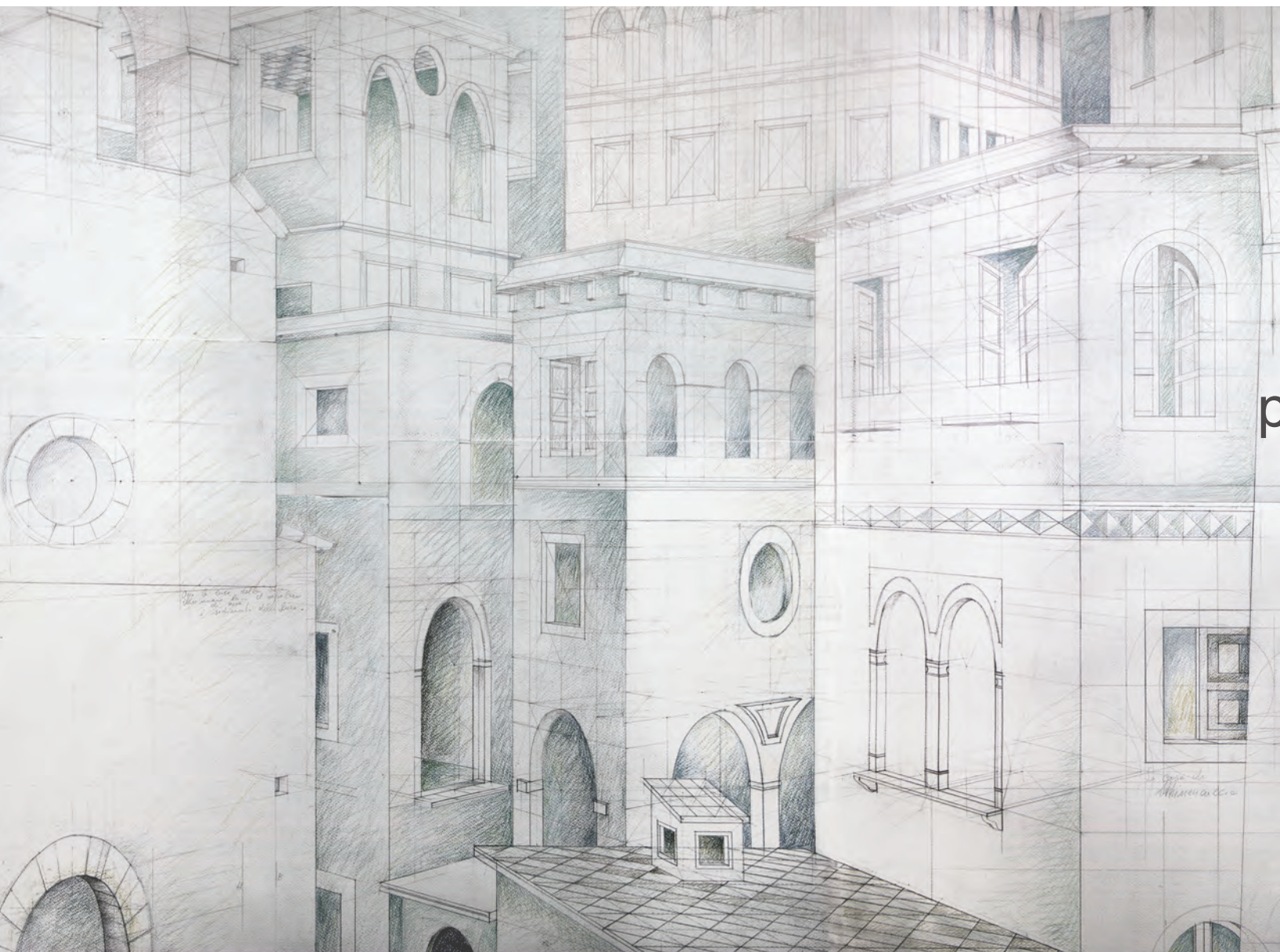
Outside, a small herd grazes; a representation of human beings' relations with animals and of biophilia, a fundamental didactic and behavioural element.

Inside is earth from Cancelli, representing all the soils, plants, insects, stones, flavours and smells of the world, which the village of Cancelli donates to UNCTAD.

In order to live, we have to emphasize the universal right to enjoy Villaggio Terra and its outcomes, to accept the whole of it as a part of ourselves. This is the only chance for normal living, even before intelligent.



WHY GEOGRAPHICAL INDICATIONS FOR LEAST DEVELOPED COUNTRIES?



Note

The designations employed and the presentation of the material do not imply the expression of any opinion on the part of the United Nations concerning the legal status of any country, territory, city or area, or of authorities or concerning the delimitation of its frontiers or boundaries.

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This publication has not been formally edited.

References to dollars are United States dollars.

Foreword

The case studies contained in this publication are based on documents and field missions carried out by teams of international and local experts from 2013 to 2015.

- Bhutan:** Tika Bhandari (national consultant), Dorji Dhradhul (Ministry of Agriculture)
- Cambodia:** Gianluigi Negroni (UNCTAD consultant) Anna Him (Kampot pepper producer), Reasey Lao (Ministry of Commerce)
- Ethiopia:** Roba Jilo Bulga (coffee producer, Slow Food), Akile Habtemariam (UNCTAD national consultant), Minilik Habtu Endale (coffee producer), Xiomara F. Quiñones Ruiz (UNCTAD consultant)
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This study was drafted by Xiomara F. Quiñones Ruiz under the direct supervision of Stefano Inama, Chief, Enhanced Integrated Section and Technical Cooperation Section on the basis of the activities and reports of the above-mentioned projects.

Citation

UNCTAD, 2015. *Why Geographical Indications for Least Developed Countries (LDCs)?*

Introduction

Since 2010 UNCTAD is supporting selected LDCs rural communities in their efforts to promote traditional products through Geographical Indications (GIs). GIs are a trade-related intellectual property right under the WTO TRIPS Agreement. The link between the territory and the uniqueness of the product is the distinctive developmental nature of GIs with respect to other forms of TRIPs.

Evidence from the market and literature shows that the promotion and protection of products under GIs may results in higher economics gains, fostering quality production and equitable distribution of profits for LDC rural communities. GIs encourage the preservation of biodiversity, traditional know-how and natural resources. Leveraging on biological and cultural diversification, the implementation of GIs may represent a unique opportunity to bring together the various players along the value chain supply, including producers, government authorities and researchers.

The 70th Anniversary of the United Nations in Geneva provided the opportunity to showcase UNCTAD's technical assistance on GIs as a legal instrument for trade development that could assist the rural communities in branding their products in a cultural and commercial rebirth of their territory.

The artwork "Villaggio Terra" ("Village Earth") by the Italian artist Maurizio Cancelli represented in the cover of this publication enlivened the GIs concept and its potential to achieve sustainable development goals. "Villaggio Terra" is the result of the artistic research for the defense of the mountain territory around the village of Cancelli in Italy and represents the close relationship between the village, its economy and the territory where the producers' community lives and works. This is captured in a new humanistic vision: the village symbolizes the combined action of individuals towards local, global growth and harmony drawing upon the wealth of traditional savoir-faire rooted in the uniqueness of each terroir. Mr. Cancelli artwork in the form of canvas represents how a rediscovery of the cultural and economic values of these territories can achieve their "rebirth" trough the promotion of their products. Consisting in a cube installation, the Village is the "agora", the square space where diversity blends into creative synergy. Entering the installation from two opposite side entrances of the square, the visitor experiences the different points of observation upon which geometric perspective are being drawn. Externally, drawings are inspired to typical villages of the Umbria region idealized so as to represent any village in the world.

The art installation was presented by Mr Laourou Eloi, Ambassador of the Republic of Benin and coordinator of the WTO LDC group in 2016, at the Palais des Nations in October 2015, at the presence of the artist and several UNCTAD officials and the public during the 70 anniversary of the United Nations.

Mr Laourou welcomed the valuable initiative and emphasized the importance of geographical indications for least developed countries (LDCs), in a letter ex post:

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