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Titolo	The Importance of Place: Geographical Indications as a Tool for Local and Regional Development [[electronic resource] /] / edited by William van Caenegem, Jen Cleary
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Soggetti	Mass media Law Agricultural economics Cultural heritage International law Trade Agriculture Commercial law IT Law, Media Law, Intellectual Property Agricultural Economics Cultural Heritage International Economic Law, Trade Law Commercial Law
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Part I: International Trade: Perspectives on Politics and Place -- Chapter 1. Protecting Geographical-Origin-Brands Abroad: The Geneva Act of the Lisbon Agreement (Matthijs Geuze) -- Chapter 2. The Geneva Act of the Lisbon Agreement: Controversial Negotiations and Controversial Results (Daniel J. Gervais) -- Chapter 3. The Global Struggle Between Europe and United States Over Geographical Indications in South Korea And in the TPP Economies (Bernard O'connor) -- Chapter 4. The Aroma

of Opportunity: The Potential of Wine Geographical Indications in the Australia-India Comprehensive Economic Cooperation Agreement (Susanne Taylor) -- Part II: Old and New World, Development Perspectives -- Chapter 6. Mitigating 'One-Size-Fits-All' Approaches to Australian Agriculture: Is There a Case to be Made for Geographical Indications? (Jen Cleary) -- Chapter 7. Protecting Appellations of Origin: One Hundred Years of Efforts and Debates (Genevieve Teil) -- Chapter 8. From Geographical Indications to Collective Place Branding in France and Morocco (Mechthild Donner) -- Chapter 9. GI Blues: Geographical Indications and Wine in New Zealand (John Overton) -- Chapter 10. Do Geographical Indications for Handicrafts Deserve a Special Regime? Insight from Worldwide Law and Practice (Delphine Marie-Vivien) -- Chapter 11. Old World Case Study: The Role of Protected Geographical Indications to Foster Rural Development Dynamics: The Case of Sorana Bean PGI (Giovanni Belletti) -- Chapter 12. New World Case Study: King Island - Living the Place Brand (Jennifer Thorn).

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### Sommario/riassunto

This book explores the potential benefits and disadvantages of geographical indication (GIs) registration schemes, analyzing the utility of GI registrations for the development and promotion of regional economies, both in national and international markets. The book draws on the van Caenegem, Cleary & Drahos Australian Provenance Report, along with the valuable empirical data collected in connection with it. The book situates the rural development question in an international context, presenting several case studies from Italy, France and Morocco, New Zealand and Australia. The book contains various chapters focused on comparing regulatory structures in various relevant jurisdictions and drawing on other countries' experiences. It contains significant contributions from industry actors with extensive experience in regional branding initiatives and GI-related policy issues. Progressive in structure, the book starts from the 'big picture' level before moving down to the local and concrete scale. Geographical indications of Australian products are vital both in domestic and overseas markets by accurately representing the origin and quality of niche agricultural products. Thus, with a particular focus on Australia, the book promotes the assessment of geographical indications as potential regional assets that will help producers develop local quality indicators that will serve as public goods for successive generations of producers.

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