

VI INTERNATIONAL CONFERENCE

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**«Advanced Agritechnologies, Environmental Engineering and  
Sustainable Development»  
AGRITECH-VI 2021**  
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**«Geographical indications as a tool for increasing the sustainability of  
the development of agricultural regions»**

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# Problem statement

- Currently, the urgency of the problem of increasing the sustainable development of agar regions is growing.
- In the world, geographical indications are an effective tool in improving the three inextricably linked components (economic, environmental and social) of sustainable development of agar regions under certain conditions.
- Despite the world experience in the effective use of GI in enhancing the sustainable development of agricultural regions, the active popularization of GI by Rospatent and the huge potential of the regions in the field of GI, today the subjects do not demonstrate significant interest in this object of intellectual property.



# Solution methods

- The economic component is manifested in an increase in the efficiency of the producers of public goods, an increase in their standard of living, a reduction in unemployment and migration from village to city.
- The ecological component is manifested in the rational use of natural resources and the preservation of biological diversity (unique plant species, animal breeds and microorganisms).
- The social component is manifested in the preservation of culture and traditions.



# Conclusions

For the region, it is advisable to register the verbal designation "Altai buckwheat" as a geographical indication.

- The positive influence of GI on the sustainable development of agricultural regions is achieved by its integrated use.
- The collective nature of geographical indications presupposes the existence of a universal algorithm for their registration and use: identification of unique goods, taking into account regional specialization; establishing a link between the uniqueness of the product and the geographical area of production; an assessment of the likelihood of recognizing the special qualities of the goods and obtaining a certificate of the exclusive right to GI; filing an application for state registration of a GI with Rospatent of the Russian Federation by each manufacturer independently of each other; registration of a state institution abroad on the basis of a certificate of the exclusive right to a state institution issued by Rospatent of the Russian Federation (if necessary).

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