

**E-commerce** Helps Geographical Indication Brand Development



### **Speech at Forum on Digital Commerce for Agricultural Development in CIFTIS 2022**

Zheng Chaobin, Deputy Director of the Standing Committee of Ya' an **People's Congress of Sichuan Province and Secretary of Hanyuan County Party committee** 

### **Geographical Indication Promotes All-round Rural Revitalization**

Sichuan Pepper is a representative of Chinese traditional spices. It is a Chinese treasure integrating seasoning, spices and medicinal materials. It has the reputation of "the favorite of all peppers" since ancient times, implying health, prosperity and nobility.



TURAN TEL

## Basic Information

# :0:

### 1450h Annual sunshine

City with sunshine & health, livable new Hanyuan

22°C Verage temperature

No severe coldness in winter and no severe heat in summer 350 + days Frost free period

No.1 flower and fruit



98.1% Annual air quality excellence rate 48.1% Forest

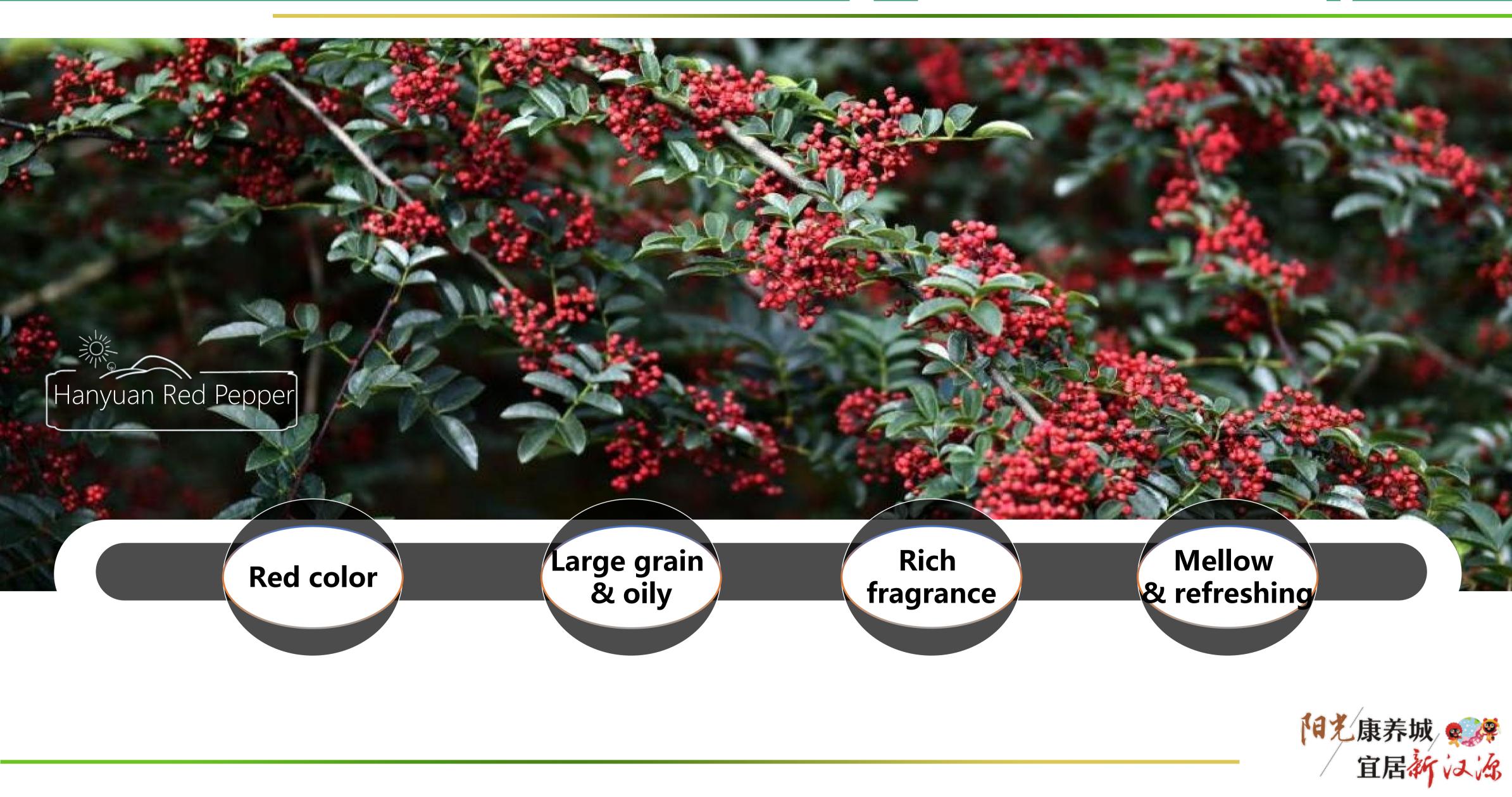
coverage

阳艺康养城

Hanyuan County is located in the western edge of Sichuan Basin at mysterious 30 ° n. It is a typical agricultural county in low latitude and high altitude mountainous areas, with unique water and soil, light and heat climate conditions.

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E-commerce Helps Geographical Indication Brand Development, Geographical Indication Promotes All-round Rural Revitalization





## Excellent quality



"Hanyuan Red Pepper " was listed as a royal tribute since the Yuanhe Year of the Tang Dynasty and had been so for 1097 years.



 In 2005, "Hanyuan Red Pepper" was recognized as a national geographical indication protection product. • In 2009, "Hanyuan Red Pepper" registered as a national geographical indication certification trademark. • In 2014, "Hanyuan Red Pepper oil" was recognized as a national geographical indication protection product.





## National GI products





### In 2018, "Hanyuan Red Pepper" was recognized as a well-known trademark in China.

• In 2020, "Hanyuan Red Pepper" was included in the product protection list of the EU-China Agreement on Cooperation and Protection of **Geographical Indications**.



**European Council Council of the European Union** 

The European Council	The Council of the EU	Policies	Meeting calendar	Documents & Publicatio

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Council of the EU Press release 20 July 2020 10:32

### EU-China: Council authorises signature of the agreement on geographical indications

The Council today adopted decisions on the signature of the agreement between the European Union and the government the People's Republic of China on geographical indications (Gls).

This is the first significant bilateral trade agreement signed between the EU and China.

It will ensure that 100 EU agri-food GIs ("Geographical Indications") such as Mozzarella di Bufala Campana, Languedoc Polska Wódka or Elia Kalamatas get protection on the Chinese market. Likewise, 100 Chinese products will be protecte EU, thereby ensuring mutual respect of the best of both agricultural traditions.

Four years after its entry into force, the scope of the agreement will expand to cover an additional 175 GI names from sides. The agreement also includes a mechanism to add more geographical indications thereafter.

	在中华人民共和国注册 的名称	拉丁字母音译	产品类别
145.	石柱黄连	Shizhu Huang Lian	新鲜或加工水果、蔬菜和谷物一根
146.	汉源花椒	Hanyuan Hua Jiao	新鲜或加工水果、蔬菜和谷物一花椒
147.	攀枝花块菌	Panzhihua Kuai Jun	新鲜或加工水果、蔬菜和谷物一块菌
148.	蒙顶山茶	Mingdingshan Cha	附录1其他产品(香料等)一茶
149.	遂宁矮晚柚	Suining Ai Wan You	新鲜或加工水果、蔬菜和谷物一柚子



Domestic and international recognition

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国家知识产权局商标局

商标驰字〔2018〕138号

### 国家知识产权局商标局 关于认定"汉源花椒 HANYUANHUAJIAO 及图" 商标为驰名商标的批复

四川省工商行政管理局:

《四川省工商行政管理局关于汉源县花椒协会在案件 中申请认定"汉源花椒 HANYUANHUAJIAO"商标为驰名商 标的请示》(川工商函〔2018〕314号)及相关材料收悉。

根据《商标法》《商标法实施条例》及《驰名商标认定 和保护规定》的有关规定,经审查研究,认定汉源县花椒协 会使用在商标注册用商品和服务国际分类第 30 类花椒商品 上的第 6223608 号"汉源花椒 HANYUANHUAJIAO 及图"注 册商标为驰名商标。

本批复中的驰名商标认定系对请示中申请认定商标的



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	)国家知识产机 China National Intellectual Property Adm	ninistration	邮箱登录  家市场监督管理总局 中央纪委国家监委驻市场监管总局纪检』 输入您要搜索的内容	English 无障碍 监察组 Q	*TMZC49367809D01T220418*
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	信息名称:国家知识产权局办公室关于确定	2021年国家地理标志产品保护示范区筹	建名单的通知		商材
	索引号: 00001463X/2021-00598	主题分	类:地理标志		(地理林
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	各省、自治区、直辖市和新疆生产建设兵团知识产 根据《国家地理标志产品保护示范区建设管理 家地理标志产品保护示范区申报推荐工作的通知》 局确定了2021年国家地理标志产品保护示范区筹	動法(试行)》(国知办发保字〔202 (国知办函保字〔2021〕157号)要率	21] 4号)、《关于组织开展2021年国 载,经综合评审和公示,国家知识产权	E	<b>核定使用商品/服务项目(国际分 第30类:</b> 花椒(截止)
33	化橘红国家地理标志产	品保护示范区	化州市人民	政府	注册人 汉源县花椒协会
34	国家地理标志产品保护示劾	5区(海南澄迈)	澄迈县人民:	政府	
35	合江荔枝国家地理标志产	"品保护示范区	合江县人民:	政府	<b>注册人地址</b> 四川省雅安市汉源县文
36	国家地理标志产品保护示劾	5区(四川汉源)	汉源县人民:	政府	
37	修文猕猴桃国家地理标志	产品保护示范区	修文县人民	政府	
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39	牟定腐乳国家地理标志产	品保护示范区	牟定县人民:		局长 比
40	汉中仙毫国家地理标志产		汉中市人民	政府	
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**示 注 册 证** 示志证明商标) <sup>规则详见第1785期《商标公告》</sup>



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**期至** 2032年03月27日

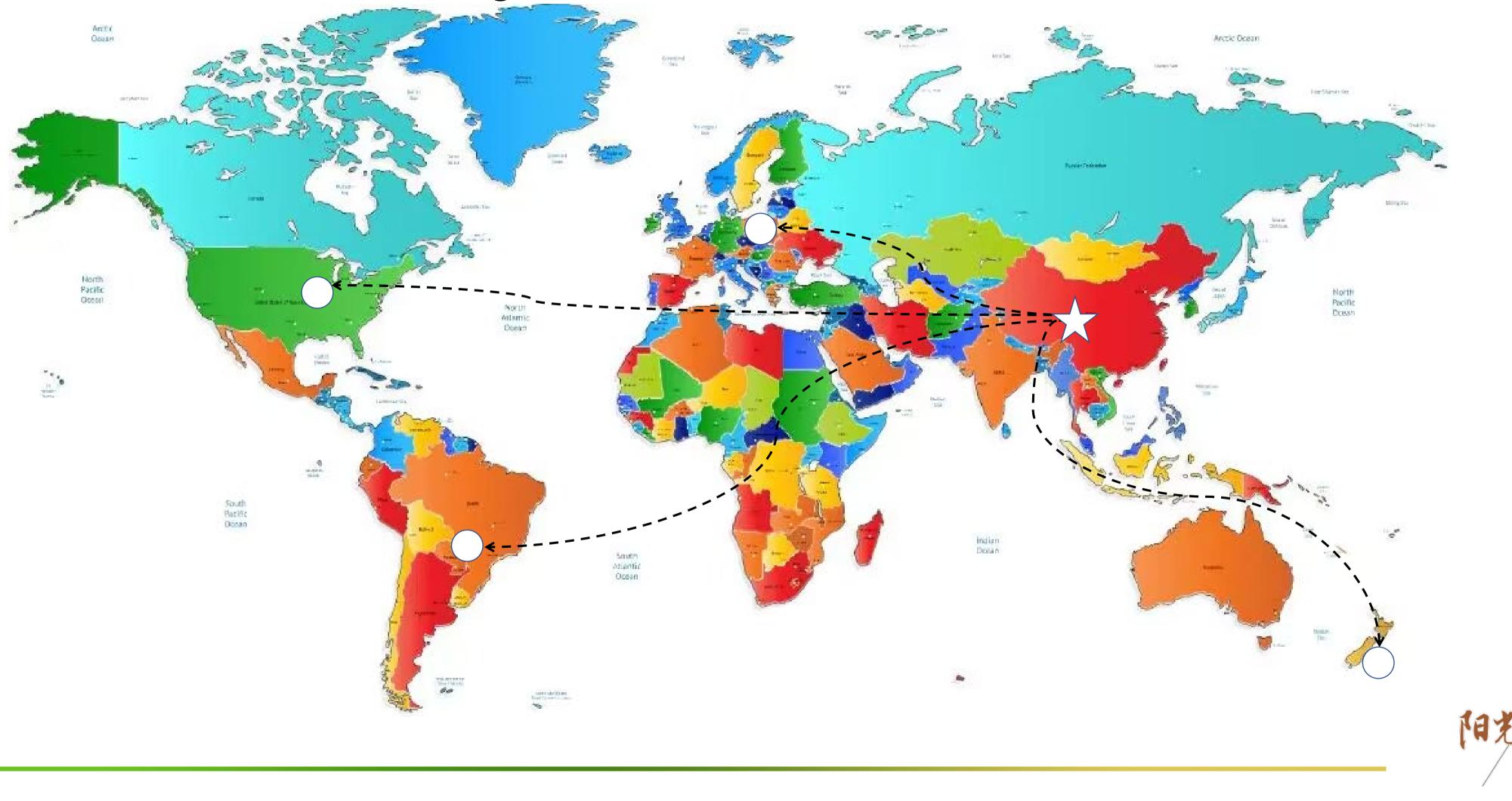




In 2021, national geographical indication product protection & demonstration area was approved to be established. In 2021, it was included in the national geographical Indication application promotion key contact guidance directory. In 2022, "Hanyuan Gongjiao" geographical indication certification trademark was approved for registration.



## At present, "Hanyuan Red Pepper" has successfully registered the Madrid International Trademark in **56** countries, including the United States, New Zealand, Greece, Belarus and others.





In the process of promoting the development of "Hanyuan Red Pepper" geographical indication brand, we insist on taking E-commerce empowerment as an important starting point and seize the opportunity of "Internet + agricultural products going out of the village and into the city".





Seize the development opportunities of E-commerce







### Seize the development opportunities of E-commerce



### **Create** "national E-commerce into rural area comprehensive demonstration county"

<b>网站首页</b> 站页 > 商务	<b>组织机构</b> 资讯 > 通知公告	政策法规	政府信息公开	网上办事大厅	交流互动	网站地图	
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2020年电子	不商务进农村综合示范	县名单:					
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Seize the development opportunities of E-commerce





General Secretary Xi Jinping pointed out "small e-commerce, big industry". We focus on the sales of characteristic agricultural products and use E-commerce to promote small products to better connect with the big market.

> Multi channels to promote Hanyuan Red Pepper sales

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E-commerce Helps Geographical Indication Brand Development, Geographical Indication Promotes All-round Rural Revitalization

## Create featured "local pavilion"

川味之魂

特级



## Multi channels to promote Hanyuan Red Pepper sales



Optimize the online trading mode of Hanyuan Red Pepper, set up an official flagship store of "Hanyuan Red Pepper" on Tmall.com through Alibaba cloud, and create a "10000-order level" poverty alleviation agricultural product of Hanyuan Red Pepper oil through the postal platform; Carry out cross platform cooperation and introduce E-commerce platforms such as tyfo.com, fm946 and pinduoduo.



## **Create terminal E-commerce** villages

- being";
- Through the E-commerce special training held by postal enterprises for village Party secretaries, postal shopkeepers and villagers, cultivate e-commerce talents and improve farmers' online sales ability;
- The county has opened 372 village level agricultural product online stores and registered more than 12000 agricultural product e-commerce users.





Multi channels to promote Hanyuan Red Pepper sales

• Support and guide pepper processing enterprises and specialized cooperatives to jointly build E-commerce platforms of "You & I Farming" and "Yuanzhi Well-







Multi channels to promote Hanyuan Red Pepper sales

- Offline product promotion meetings, news briefings and pepper picking festivals;
- ◆ Live broadcast of online sales, "Sep.19 Ecommerce Festival", Shanyao video team and live broadcast platforms;
- Hanyuan Red Pepper E-commerce transaction volume exceeded 1 billion yuan, and Ecommerce transaction volume accounted for more than 50% of the total transaction volume.



General Secretary Xi Jinping pointed out "industrial revitalization is the top priority of rural revitalization", we not only focus on characteristic resources, but also pay more attention to market demand, and integrate and promote the whole industrial chain upgrade of Hanyuan Red Pepper.

> Whole industrial chain to promote Hanyuan Red Pepper upgrade

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### **1. Quality control at the source**

The cooperation mechanism of "government + enterprise + college" was established, 83 excellent pepper varieties at home and abroad were introduced, 7 fine varieties were cultivated, more than 10 sets of Hanyuan Red **Pepper cultivation and** management technical standards were promoted, and the coverage rate of Hanyuan Red Pepper improved varieties reached 100%.





### Whole industrial chain to promote Hanyuan Red Pepper upgrade

### **2. Focus on product extension**

Adhering to the market orientation and customer demand classification positioning, the company has established the Pepper **Industry Research Institute,** established cooperation with 14 scientific research institutes, and featured the research and development of more than 50 kinds of refined and deep processed products such as pepper beer, pepper facial mask, pepper essential oil, spicy pepper sauce series condiments and others.





## Whole industrial chain to promote Hanyuan Red Pepper upgrade



## 2. Focus on product extension



### Whole industrial chain to promote Hanyuan Red Pepper upgrade



More than 60 cultural and creative products such as "Hanyuan Shuangjiao" IP image have been developed, effectively extending the pepper industrial chain.



## 3. Focus on industrial integration

and **3** provincial leading enterprises;





Whole industrial chain to promote Hanyuan Red Pepper upgrade

◆ Adhere to the principle of "extending one, connecting two and linking three" to focus on industrial integration, deeply promote the integrated development of agriculture, industry and tourism, and build Hanyuan Red Pepper Deep Processing Park, China Pepper Expo Park, Hanyuan Red Pepper Industrial Park and tourist reception center; Cultivated 14 pepper processing enterprises, including 1 national leading enterprise

The comprehensive output value of Hanyuan Red Pepper exceeded 4.2 billion yuan.

General Secretary Xi Jinping pointed out "it is necessary to make a brand, so that the price and benefit are good." We strive to increase the brand building of Hanyuan Red Pepper and promote the small pepper tree to become a big industry for getting rich.

被威威

Deeply empower the brand of Hanyuan Red Pepper

## **1. Digital IOT empowerment**

Launched A Niu Farming APP to promote the implementation of standardized technology through real-time data analysis and visual information platform;

E进汉源阿牛的

慧新印

In depth cooperation with Alibaba cloud to establish **China's first digital economy** demonstration park of pepper industry;

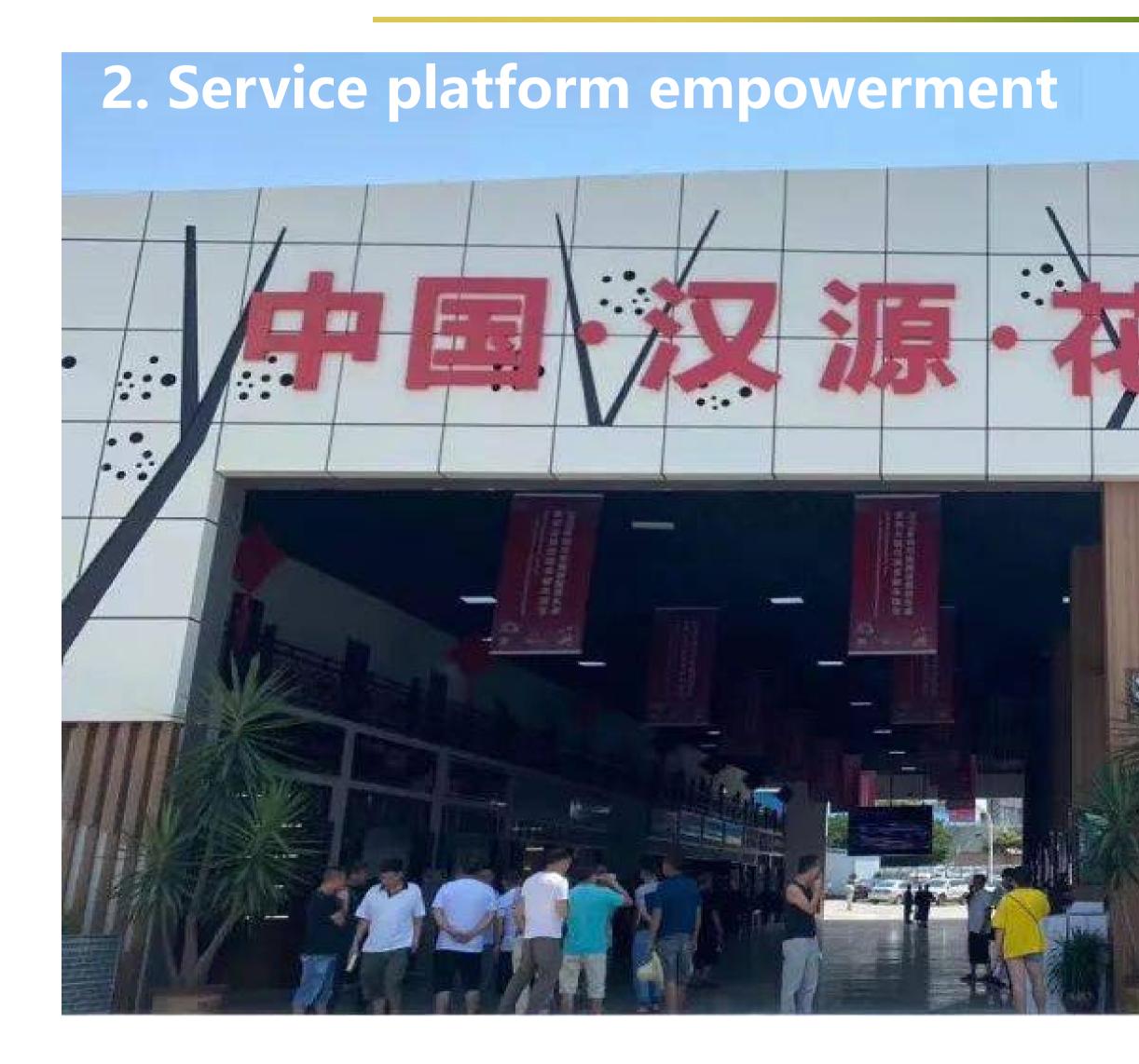


Deeply empower the brand of Hanyuan Red Pepper

> 50000 mu of standardized characteristic industrial bases that have realized digital management.









Deeply empower the brand of Hanyuan Red Pepper

Solidly promote the construction of the "Five Ones" project, and build a **county E-commerce public service** platform integrating E-commerce management and operation, warehousing and logistics; At present, 23 "contactless" intelligent distribution centers and 3 agricultural product logistics parks have been built.

阳北康养城

## 3. Marketing promotion empowerment

Continuously appear in the "Decoding Chinese GI" column and promote Hanyuan Red Pepper through more than 20 bilingual websites of domestic and foreign media; actively participate in various exhibitions and other activities to comprehensively improve the brand awareness and reputation of Hanyuan Red Pepper. At present, the brand value of "Hanyuan Red Pepper" has reached 4.965 billion yuan.





Deeply empower the brand of Hanyuan Red Pepper

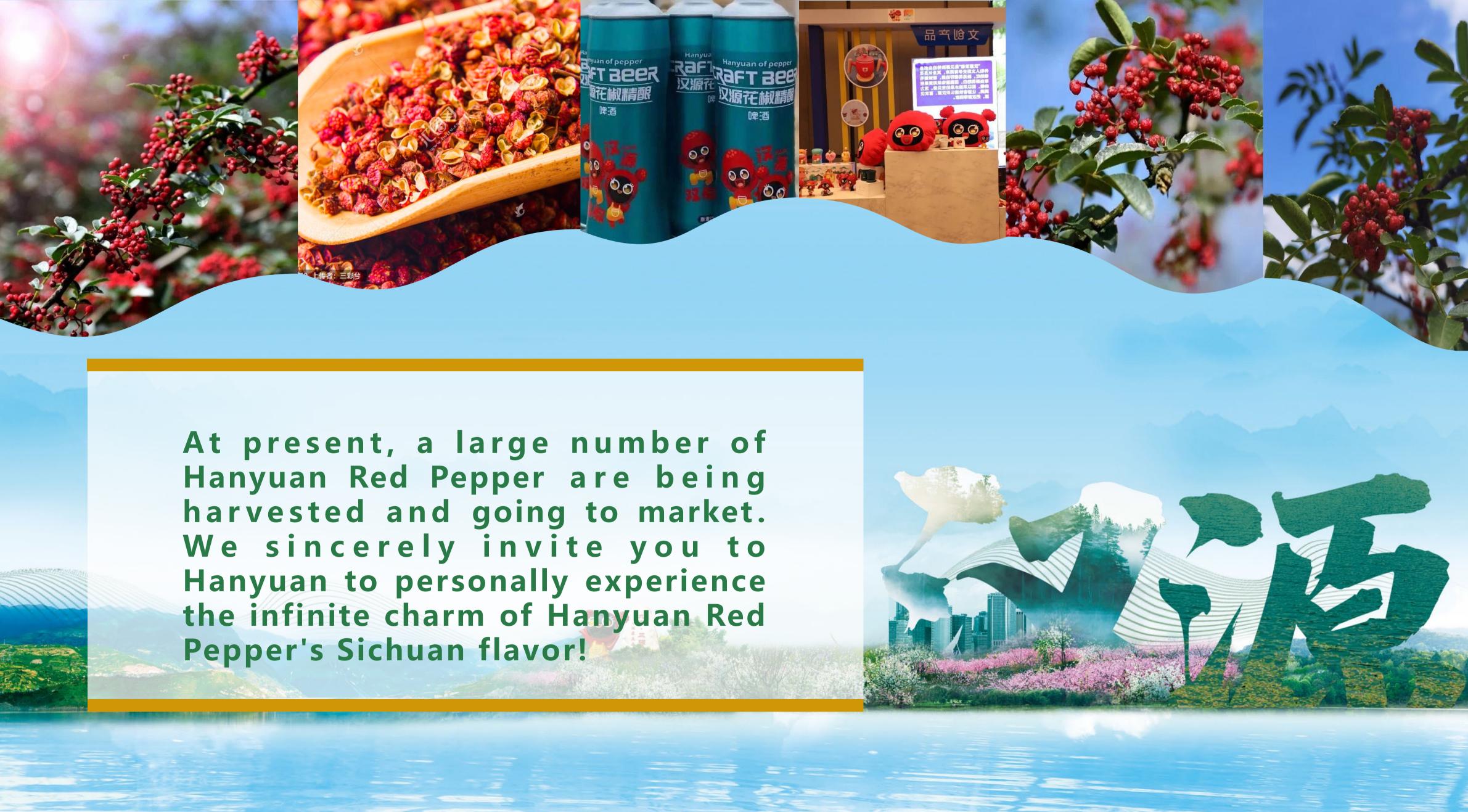




Dear leaders, experts and guests, Geographical indications are important strategic resources to help rural industries revitalize and the "golden key" to develop local economy. The dividend of Hanyuan geographical indication products has appeared, but the brand development has a long way to go.

In the next step, we will further take advantage of the unique advantages of E-commerce in connecting online and offline, production and consumption, urban and rural areas, and at home and abroad, promote new development with new momentum, fully promote the application of geographical indications promotion project, promote GI products to become an important support for rural revitalization and high-quality economic development, and promote Hanyuan Red Pepper to transform from China's spice to the world's spice, contributing China's delicious food to the world.

uan Lake





### **E-commerce** Helps Geographical Indication Brand Development



### **Geographical Indication** Promotes All-round Rural Revitalization



