



STATUS REPORT ON THE BUÔN MA THUỘT COFFEE GI IMPLEMENTATION PLAN

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EU-MUTRAP's experts:

Authored by

Ms. Ester Olivas Cáceres, DMI International GI expert

Reviewed and commented by

Mr. Bach Thanh Tuan, PMU National expert

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- The Provincial People’s Committee (PPC) of the Dak Lak Province
- The Department of Science and Technology of Dak Lak Province (DOST)
- The Department of Agriculture and Rural Development of the Dak Lak Province (DARD) – NAFIQAD Branch
- The Department of Industry and Trade and Planning and Investment of the Dak Lak Province (DOIT)
- The Buôn Ma Thuột Coffee Association (BCA)
- Eakiet Fair Agriculture Service Cooperative
- An Thai Development and Investment Joint – Stock Company

Thank you all for your committed cooperation providing us with the needed data, as well as for participating on the Policy Networking Session held in the Dak Lak Province and exchanging views with us during the visits to the production and commercialization companies. Your valuable input made possible the preparation of the present Status Report on the Implementation Plan for the Buôn Ma Thuột coffee GI.

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I. Overall background

Since 1996 Viet Nam has developed the protection of GIs, counting at present with an increasing number of Vietnamese GIs registered by the competent authority, the National Office of Intellectual Property of Viet Nam (NOIP), the agency under the Ministry of Science and Technology, assuming the functions of exercising the State management and providing services in the field of Intellectual Property.

However, the GI route is a relatively new issue and still in the process of consolidation in Viet Nam. For this reason and since 2014, NOIP has been requesting yearly support from the European Trade Policy and Investment Support (EU-MUTRAP) project¹. This support has been mainly focused on assisting 4 Vietnamese localities to take the necessary steps for the consolidation and further development of their GIs. The products selected by NOIP to be supported by the EU-MUTRAP project are Lạng Sơn star aniseed GI, Buôn Ma Thuật coffee GI, Bình Thuận dragon fruit GI and Hoà Lộc mango GI.

The implementation of this support by the EU-MUTRAP project has been provided through the Activity EU-16, which consisted in assignments of international and local GI experts in 2014 and 2015 so far, with the following actions and outcomes:

- In 2014, the EU-MUTRAP project organized 2 workshops in different parts of the country (Lạng Sơn province and Dak Lak province) on the GIs registration conditions and procedures in the EU, providing *ad hoc* advice to local stakeholders regarding the documents needed to apply for the registration of each GI in the EU. As a result of this assignment, EU-MUTRAP GI experts assessed serious weaknesses in terms of GI management by GI holders as well as by territorial administrative agencies in charge of supporting the development of these products. Hence, they recommended further assistance to tackle these challenges.
- In 2015, the EU-MUTRAP project continued supporting the development of the 4 selected Vietnamese GIs, seeking to create organizational and institutional capacities to ensure that the multi-year process of developing GIs moves forward and evolves in an appropriate manner. To this end, the EU-MUTRAP project organized 4 workshops in the localities of the 4 GI products, providing technical and legal guidance to local stakeholders for improving their GI management, as well as for setting up traceability and control systems, in order to promote the development of their respective GIs. EU-MUTRAP GI experts gathered the necessary data and met with relevant stakeholders (producers, local authorities and

¹ The European Trade Policy and Investment Support Project (EU-MUTRAP) is an EU-funded project that is executed by the Ministry of Industry and Trade of the Socialist Republic of Viet Nam (MOIT) in partnership with the European Commission. Succeeding to the three previous MUTRAP projects, the overall objective of EU-MUTRAP IV is to further Vietnam's integration into the global, regional (ASEAN) and sub-regional trading systems, and to enhance the EU-Vietnam trade and investment relations, as well as to maximize the benefits from the country's economic development for an inclusive growth and poverty reduction. The purpose of the Project is to support the Ministry of Industry and Trade (MOIT) in facilitating sustainable international trade and investment through improved capacity for policy making, policy consultation, and the negotiation and implementation of related commitments, particularly vis-à-vis the European Union (EU). For further information, you may consult the project's website: www.mutrap.org.vn



representatives of the GI associations) in order to identify the weaknesses of the overall GI management as well as the challenges ahead to ensure their sustainability and further development. As a result, they prepared an assessment and implementation plan for the 4 selected Vietnamese GIs (one per GI), through which defining a road map to foster their consolidation and further development. The Implementation Plans were translated into Vietnamese and sent to all 4 localities between April and May 2016, for their implementation by all involved parties (producers / processors / traders, GI Association, local authorities and NOIP).

The assignment in 2016 constitutes the follow up on the previous work, intended to assess the progress made by local stakeholders on the Implementation Plans received by localities, as well as to continue guiding local stakeholders on the consolidation and further development of the 4 selected GIs.

II. Status Report

A. Purpose and Methodology

The present document is the **Status Report regarding the Implementation Plan for the development of the Buôn Ma Thuột coffee GI.**

Such document constitutes the outcome in 2016 of the Activity EU-16 within the framework of the EU-MUTRAP Project, which overall objective is to support NOIP in improving the capacity of GIs owners to manage and promote 4 selected GIs, the Buôn Ma Thuột coffee GI among them.

The **purpose** of this Status Report is assessing the progress made by involved stakeholders as regards to the improvement of the GI management (the traceability system and control plan) as well as the sustainability and further development of the Buôn Ma Thuột coffee GI, following the Implementation Plan prepared by EU-MUTRAP GI experts and provided to local stakeholders in April 2016.

The **main outcome of this report** will be **providing a selected number of priorities to be implemented by all related stakeholders within the framework of a provided timetable**, seeking to make tangible progress on the management as well as on the consolidation and development of the Buôn Ma Thuột coffee GI. Please note that the selected priorities are not the only actions to be implemented for the consolidation and development of the Buôn Ma Thuột coffee GI. On the contrary, with these priorities, EU-MUTRAP GI experts seek to provide a clear orientation to all involved stakeholders on the actions to be implemented first, which shall be followed by other to be defined after these first have been completed.

In order to elaborate the present Status Report, international and local GI experts of the EU-MUTRAP Project have used the following **methodology** and undertaken the following **actions**:

1) Planning:

- Prepare a **work plan of the assignment**, including the draft agenda for the Policy Networking Session in Dak Lak and the timetable for implementing the overall assignment.
- Gather and analyze the background report provided by government authorities (NOIP and Dak Lak PPC DOST)
- Hold **preparatory meetings** and dealing with **organizational arrangements** in Hanoi prior to the visit to the Buôn Ma Thuột coffee GI area in the Dak Lak province.
- Prepare a **check list** to be completed by all involved stakeholders on the status of performance of the Implementation Plan that was delivered to local stakeholders in April 2016.
- Hold a **meeting with representatives of the Bureau of Accreditation (BoA)** to discuss the progress made by localities on the accreditation of qualified bodies to control and certify the Buôn Ma Thuột coffee GI as well as to brainstorm on the steps to take for having a competent entity to control and certify the Buôn Ma Thuột coffee GI before being placed in the market.

2) Implementation:

- Travel to the Buôn Ma Thuột coffee GI area in the Dak Lak province.
- Hold a **Policy Networking Session** on 15 December 2016 with local authorities (different departments of the Dak Lak PPC), representatives of the Buôn Ma Thuột Coffee Association (BCA), producers and processors/traders, to discuss the level of progress on the execution of the Implementation Plan provided to them in April 2016, as well as to provide them with guidance for solving the challenges to reach tangible results for the consolidation and further development of the Buôn Ma Thuột coffee GI. You may find the delivered **presentations by the International GI Expert**:
 - **Management by the GI Association as ANNEX I**
 - **Sustainable development of the GI: Labelling & Promotion as ANNEX II**
 - **GI Protection: The use of the GI right as ANNEX III.**
- Hold **meetings with one cooperative and one joint-stock company**, in charge of producing, processing, trading and exporting Buôn Ma Thuột coffee GI on 16 December 2016, to discuss the status, level of progress and involvement of these organizations on the GI and its use.

3) Assessment and drafting:

- As a result of the working meetings in the Dak Lak province, **assessing the progress made by involved stakeholders** on the GI management (the traceability system and control plan) as well as the sustainability and further development of the Buôn Ma Thuột coffee GI.
- **Identifying the weaknesses and challenges** that involved stakeholders face for fulfilling the recommendations set on the Implementation Plans provided by EU-MUTRAP GI experts in April 2016.
- **Identifying the priorities to move forward** making progress on the GI management (traceability system and control plan) as well as on the consolidation and development of the Buôn Ma Thuột coffee GI.
- Prepare a **first draft of the Status Report**, to be completed with further data to be provided by relevant stakeholders.

4) Reviewing and completing:

- Working with the relevant stakeholders on the **data gathering of the check list**, in order to assess the level of progress on the performance of the Implementation Plan, to evaluate the current status of the GI as well as to propose the priorities to be implemented by all related stakeholders in the short term. You may find the **Check List on the Status of the Implementing Planning of the Buôn Ma Thuột coffee GI completed by the local GI expert as ANNEX IV.**
- As a result of the previous actions, **reviewing and finalizing the Status Report** regarding the Implementation Plan for the development of the Buôn Ma Thuột coffee GI.

B. Findings

Thanks to the work undertaken by the EU-MUTRAP local and international GI experts in collaboration with local authorities and related stakeholders before, during and after the field visit to the GI area, it has been possible to **assess the progress made by involved stakeholders on the GI management as well as on the sustainability and further development of the Buôn Ma Thuật coffee GI**, following the Implementation Plan prepared by EU-MUTRAP GI experts and provided to local stakeholders in April 2016. Such assessment analyses the **progress made regarding:**

- The GI product
- The awareness and interest in the GI by involved stakeholders
- The management of the GI by the GI association
- The traceability system and control plan of the GI
- The labelling and promotion actions undertaken by involved stakeholders
- The marketing of the GI product by GI stakeholders
- The protection of the GI product
- The impact of the GI for producers, consumers and the local community

The **main findings** regarding the current situation of the Buôn Ma Thuật coffee GI can be summarized as follows:

B.1. The GI product

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuật coffee GI area, **there has been no particular progress on the challenges identified on the Implementation Plan regarding the Buôn Ma Thuật coffee GI product.**

- There is some confusion about the real name of the GI, which is registered as Buôn Ma Thuật coffee GI but also used in the market under Ban Mê Thuật or others, sometimes for historical reasons, which may generate confusion among consumers
- There are some concerns regarding the type of the Buôn Ma Thuật coffee GI and how to consolidate its added value, because even if the Buôn Ma Thuật coffee is considered one of the best *Robusta* coffees, the market considers the *Robusta* as a coffee with lower quality than the *Arabica* coffee.
- The product specifications do not respond to the reality of the Buôn Ma Thuật coffee GI product, which is not presented only as coffee bean (as registered at NOIP), but also as roasted coffee (processed) and coffee powder.
- The features allowed for the GI product remain complicated, as it is mixed with other products and blended with other coffees, lacking clear provisions in this regard on the product specifications.
- The quality criteria seem to be also a concern for GI stakeholders, as they do not have clear criteria on the sanitary measures that the coffee must fulfill in order to be exported to most countries.
- Based on the number of companies granted with the right to use the GI (10 companies so far), the Buôn Ma Thuật coffee GI area has a total plantation area of 15.067,52 hectares, with a registered output of 46.621,22 tons annually. However, it is difficult to calculate the

total number of households within those companies, which is estimated in about 40.000 to 50.000 farmers, with an average of 1 hectare per farmers.

- The Buôn Ma Thuột coffee GI area counted with 7 districts when it was registered in 2005 (Buôn Ma Thuột city, Eahleo, Krong Buk, Krong Năng, Cư Mga, Krong Ana, Krong Pak), having increased to 2 more districts by 2016 (Cukuin and Buon Ho) that are not included in the product specifications, as the GI area has not been updated so far.
- The large area of the Buôn Ma Thuột coffee GI is considered by stakeholders a difficulty for ensuring the traceability and supervising the quality.

B.2. Awareness and interest in the GI by involved stakeholders

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the awareness about the GI concept, its implications and potential benefits remains weak, while the commitment of some stakeholders** (especially the BCA, some interested roasters and the local authorities) **constitutes a positive asset for the consolidation and development of the GI.**

- All involved parties (producers, BCA and local authorities) seem aware of the Implementation Plan sent by EU-MUTRAP GI experts on April 2016, having undertaken some of the proposed actions during the past months.
- However, participants in GI management system and farming households involved in the GI production chain are not clearly aware and knowledgeable of GIs.
- According to interviewed stakeholders, everybody supports the Buôn Ma Thuột coffee but they do not understand the intellectual property that is the GI. Awareness raising among the general public but especially among traders, roasters and exporters has not been implemented due to the lack of operational funds and professional skills to do so. Such action is claimed as traders, roasters and exporters are the key fighters for the business and should be the ambassadors of the GI.
- Some actions through the media, such as press, television, seminars and website, have been undertaken to raise awareness about the GI concept, its implication and benefits for GI stakeholders members and not members of the BCA. However, little attention has been paid to these communication actions and there is still a general lack of knowledge or insufficient understanding about the GI, its impacts and benefits by most related stakeholders.
- According to the provided information and in comparison with the information gathered in November 2015, there has been a slight increase on the number of stakeholders within the GI. However, the number of companies granted with the GI certificate still remains very limited.
- Regarding producers, it still seems difficult to involve them directly in the GI process, especially because most contacts and exchanges regarding the GI are done through the companies granted with the GI certificate (business, cooperatives, etc.)
- Some roasters of Buôn Ma Thuột coffee are very interested in being part of the GI, but the limitation of the GI protection to coffee beans only makes difficult their involvement.
- The BCA has remained committedly working on strengthening and developing the GI.
- There is a close cooperation between the BCA and the related local authorities (DOST and related agencies), which is a positive sign of endorsement and support of local authorities to the GI management by the BCA.

- Local authorities (DOST and related agencies) are highly interested and committed to contribute to the development of the Buôn Ma Thuột coffee GI, but have not created a multidisciplinary team of officials from involved agencies to follow up together on the development of the Buôn Ma Thuột coffee GI and support the work by the BCA.
- The Department of Agriculture and Rural Development (DARD) is strongly involved, claiming more attention to the GI management and the GI control.
- However, only a few regular meetings among local authorities have been held to discuss the necessary support activities for the development of the Buôn Ma Thuột coffee GI.
- Local authorities claim some official guidelines or provisions from NOIP for implementing the GI management and control of GIs, to be applied to the Buôn Ma Thuột coffee GI.

B.3. Management of the GI

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **some improvements on the management of the Buôn Ma Thuột coffee GI have been assessed, but there are still important challenges as regards to the consolidation of the Buôn Ma Thuột Coffee Association (BCA), the representativeness of all relevant stakeholders therein and the support by local authorities.**

- The BCA has slightly increased its number of members, including at present a total of 158 members as follows: 77 collective members (43 members from enterprises and 34 members from farmers), 73 individual members and 8 associated members.
- However, the number of companies granted with the right to use the GI remains very limited, comprising 10 in total, 6 companies of producers and sellers, as well as 4 companies that produce in association with farmers.
- There is still a lack of representation of producers in the BCA, as only companies are represented therein.
- Roasters of Buôn Ma Thuột coffee are very interested in being part of the GI, but the limitation of the GI protection to the coffee beans makes difficult their further involvement.
- The missions of the BCA are quite complete, but not all can be fully and properly implemented due to the lack of financial and skilled human resources.
- Certain regulations on the operation, compliance and legality of the BCA are not issued yet.
- The structure of the BCA has slightly improved, having a team composed by a chairman, a secretary and 2 employees working full-time for the association.
- However, the BCA lacks of financial independence as employees receive a salary from the Provincial People’s Committee based on the national salary scale.
- The BCA is receiving some financial support from the annual budget of the Provincial People’s Committee through programs, but the capacity to access grants and aids is weak. Such support is useful for now to consolidate the organization and could be useful as an extra for implementing certain activities, but the objective in the long term should be the financial autonomy of the association.
- The BCA is also financed by annual membership fees for the internal management, but unfortunately these fees do not constitute a significant or sufficient amount to cover the activities to be undertaken by the association.

- Other means of financial support, such as increasing the number of members or looking for partnerships with traders and exporters have not been explored yet.
- Management tools for the BCA, guidelines on production practices as well as guidelines on the implementation of the GI product specifications by stakeholders have not been developed, either because there are some procedures already issued (but incomplete), either because of limited resources to do so or because they wait for NOIP to issue some guidelines or provisions for implementing the GI management.
- Some regular training actions on the implementation of the GI product specifications, producing and processing procedure as well as well as capacity building for producers and business on the maintenance and improvement of the quality of the Buôn Ma Thuột coffee GI have been implemented under different projects and programs.
- Training for officers of BCA and establishments granted right to use GI, farming households involving in GI production chain have been held but were not effective. The capacity building as well as the training mission on GI management for the association has not been implemented due to the limited resources.
- According to the BCA, the law on IP should be reviewed in order to assign the GI management to the association, which is at present still assigned to local government agencies.
- Most local officials involved on the GI management take this task as a part-time job; therefore have not spent enough time to work on the development of the Buôn Ma Thuột coffee GI.

B.4. Traceability system and control plan of the GI

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the traceability system remains an important challenge for the BCA and related local authorities, as they consider that the GI area is too large and households are too many to be able to trace the GI product back to the plantation. The control plan seems to be partially implemented but it still has some coordinating weaknesses relating the internal control by the BCA and a lack of the independent and skilled external control body to undertake the external control and certify the product before being placed in the market.**

- The register of all GI stakeholders within the BCA, comprising all necessary data on producers (individual or members of farmers groups, cooperatives or other structures), plantations, production, processors, traders, etc., has not been properly set up yet. The GI association finds serious difficulties to set up such database, due to the large GI area and the high number of households with a reduced number of hectares each.
- The traceability system has not been implemented yet, because stakeholders consider that setting up a traceability system for the GI is very complicated due to the large GI area as well as too expensive. In some cases, certain companies use the traceability system of certification schemes under which they operate.
- The BCA has not received capacity building on traceability and internal control by local authorities, being interested in receiving capacity building on traceability for green coffee as well as for roasted coffee.
- Interviewed stakeholders assess that the auto-control by GI producers and processors (which sometimes are also traders and exporters) is undertaken by 3 companies with the

GI certificate to commercialize the Buôn Ma Thuột coffee GI. However and besides the procedures issued by the Provincial People’s Committee under the Decision N^o 674/QĐ-UB of 30/04/2005, no guidelines have been issues on the production practices that producers and processors must follow on the elaboration of the GI product in respect of the product specifications.

- The BCA is responsible for the internal control of the Buôn Ma Thuột coffee GI.
- As a positive experiment to set up the internal control system, for the crop season 2014-2015 the BCA organized a training course on production process and internal control system for farming households in 3 target local units, together with the regular inspection. This experiment allowed also for 3 companies with the GI certificate to set up their own internal control mechanism for the Buôn Ma Thuột coffee GI. The internal control mechanism of these 3 companies comprises an area of 2.800 hectares, with a total of 8.500 tons of coffee and 3.091 households, mechanism that is then supervised by the GI association.
- These 3 companies and the farming households involved on the GI production have received capacity building on auto-control as part of the training course on production practices and internal control system.
- The other 7 companies granted with the GI certificate apply the internal management mechanism profiting the mechanisms used for the certification schemes they implement.
- There are some doubts about the possibility to profit the evaluation and certification process of some used certification schemes to the control and certification of the GI. The BCA considers that the Buôn Ma Thuột coffee GI has specific and unique features that should be evaluated separately from other certification schemes, while others such as environmental or social responsibilities may not be compulsory to produce the GI.
- In 2016, the BCA has produced check lists and checking manuals for the internal control.
- According to local authorities, the annual plan for implementing the internal control has not been formulated and the main elements affecting the quality of the GI product have not been identified to be controlled.
- DOST is empowered to undertake the external control of the Buôn Ma Thuột coffee GI but so far they still do not have a good understanding of their functions and duties in this regard, hence have not taken the initiative to implement such external control.
- As a result, the external control is still not implemented as, so far, the independent body to undertake this task has not been defined. DOST plans to delegate this task to the Centre for Technical Standards, Metrology and Quality (STAMEQ - under the local Division of Standards, Metrology and Quality – DOST). However, local authorities consider that the STAMEQ does not have the resources and appropriate expertise to fulfil such task. Local authorities consider that in the long term, the STAMEQ may develop the needed capacities to meet with the standards and be accredited by the BoA.

It is important to note that if such Centre assumes the external control, it shall have the technical capacity complying with international regulations (ISO 17065) by receiving the accreditation by the BoA or, at least, shall proof its independence and impartiality, having the qualified personnel to control and certify the yearly production of the GI before being placed in the market.

- The BCA proposes to the Provincial People’s Committee to assign the external control to a local government authority that can comply with the required independence and impartiality.

- The conflict of interests remains a challenge for deciding the entity in charge of the external control, as GI management and internal control must be implemented by a different and independent entity from the one implementing the external control.
- As the external control has not commanded yet to a local government's agency or an independent control and certification body, capacity building for its implementation has not been provided either.
- As the external control is not in place yet, there is no certification and supervision of the yearly production of the Buôn Ma Thuột coffee GI before being placed in the market.
- According to the BCA, the Law on IP should be reviewed in order to assign the internal control to the GI association and the external control to government agencies or the independent certification entity to wish this task could be delegated.
- According to DOST, NOIP should issue some clear regulations on GI management and control.

B.5. Labelling and promotion actions

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the Buôn Ma Thuột coffee has a high reputation at local and national level, but such reputation does not apply also to the GI. Labelling remains an issue due to the lack of regulation on the use of the GI logo as well as the high cost of printing. As regards to promotion, some actions consisting in the participation in fairs and exhibitions at national and international level have been undertaken, but they are still insufficient to raise awareness about the benefits to commercialize and buy the GI.**

- There are already regulations regarding labelling and use of the logo for commercial coffee green beans, but there is no specific regulation on the labelling of the GI logo. The BCA expects local authorities to issue regulations in this regard.
- In practice, the use of the Buôn Ma Thuột coffee GI logo is still very limited, because the cost of printing is a concern for traders and exporters. According to the BCA, 2 companies have assumed the cost of printing and using the GI logo on their production but the added value has not been significant.
- Furthermore, exporters do not use the GI logo or mention the "Protected Geographical Indication" or "PGI" on their packaging if not required or allowed by partner buyers. They themselves do not see the benefit of including the GI mention and logo, hence are unable to prove the specific quality and differences between the GI product and other types of coffees.
- No measures have been adopted to encourage the use of the GI logo, through awareness raising activities for traders and exporters on the importance to include the GI mention and logo for the Buôn Ma Thuột coffee GI.
- An issue of heated discussion among stakeholders is the mixture of the Buôn Ma Thuột coffee with other coffees or other products, and to what extent mixtures are allowed to be labelled as Buôn Ma Thuột coffee GI, as consumers prefer the product mixed with other coffees or other products.
- In light of the labelling seen during the field visits, the packaging by all companies includes the name "Buôn Ma Thuột coffee" and sometimes the logo, but it does not include the mention of being a "Protected Geographical Indication" or a "PGI". The BCA is in the

process of reviewing the GI logo, being able to add the mention “Protected Geographical Indication” or “PGI” to the logo and label.

- Companies are in charge of printing the logo on their own, so it is not always homogeneous for all packaging of the Buôn Ma Thuột coffee GI.
- In addition, companies often put the logo on the company before the GI logo or considerably bigger than the GI logo, which is very small if at all there. The lack of guidelines on the packaging of the GI product results on a lack of rules to set up the size of the logo, the place where it must be located or its shape in relation to other information on the packaging, in an homogeneous manner for all GI users.
- NOIP is working on the preparation of a national GI logo for registered Vietnamese GIs. According to NOIP, the national GI logo in preparation will be a useful tool to improve the image and awareness on GIs, as well as to enforce their protection. Likewise, including the mention “Protected Geographical Indication” or “PGI” on the packaging of the Buôn Ma Thuột coffee GI needs to be considered.
- As regards to consumers and general public, no awareness raising actions have been undertaken to explain the GI concept and its benefits for them.
- Thanks to the introduction of the Local Union of Roasters on the GI strategy, the BCA has increased its participation in promotion actions, consisting in fairs and exhibitions at national and international level. However, they are still insufficient or not sufficiently effective to raise awareness about the benefits to commercialize and buy the GI.
- Local authorities have not implemented yet promotion actions on the Buôn Ma Thuột coffee GI towards buyers and consumers. Trade promotion initiatives for the Buôn Ma Thuột coffee GI have not been integrated into the province’s general trade promotion activities.
- By now, NOIP has not defined or prepared a National GI Promotion Strategy to support the promotion of Vietnamese GIs at national and international levels, but it is foreseen to include a GI Promotion Strategy in the framework of the National IP Strategy in preparation at present.

B.6. Marketing of the GI product

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the commercialization of the Buôn Ma Thuột coffee GI remains very weak and unstable.**

- The commercialization of the Buôn Ma Thuột coffee GI is undertaken by the BCA as well as by enterprises granted with the GI certificate to use it.
- The research and preparation of a marketing strategy for the marketing and commercialization of the Buôn Ma Thuột coffee GI in the domestic market or towards target markets has not been carried out, and only 3 companies have commercialized the GI products themselves.
- There are no official trading and marketing channels for the GI product, therefore the added value of the GI product compared to the non-GI products has not been created.
- Therefore, advocacy and visibility actions for buyers and consumers at national and international level on the official channels to obtain the Buôn Ma Thuột coffee GI have not been undertaken either.

- According to the information provided by the BCA, 580 tons have been commercialized in the domestic market by roasters using the GI logo inside the GI area and not using the GI logo outside the GI area.
- According to the information provided by the BCA, 6.400 tons have been exported mostly to newly emerging markets. However, the export of the GI meets a lot of difficulties, due to the fact that customers do not ask for the GI coffee while they are interested in the certified coffee because they search for certain criteria to be complied for buying the coffee.
- The consumption market appears quite unstable, with dramatically fluctuating prices and very dependable on the Chinese market.

B.7. Protection of the GI product

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the protection of the GI product and its enforcement at national and international remains a pending issue.** The main challenge is that **as long as the GI is not properly controlled and certified, it will not be possible to ensure the enforcement of the protection, since it will be as difficult to identify the real product that respects the product specifications or the fake product.** Furthermore, **there is a general lack of knowledge about the possible types of infringements as well as the limited funds results on a lack of enforcement of the GI protection at national level.** In the international scenario, **the Buôn Ma Thuột coffee GI has been registered in other countries but there is no strategy to follow up on such registration and its respect on those or other markets.**

- The use of the GI remains limited as the awareness is low.
- Stakeholders have some concerns regarding the issuing of the GI certificate, as some certificates are issued but are not used by the companies that were granted with them. The purpose of the GI certificate remains unclear, as it is granted once but there is no follow up on the respect of the product specifications or any control on its use by the company that received the certificate.
- Even if the use of the GI by companies granted with the GI certificate is voluntary, some stakeholders consider that there should be an expiration period in case of lack of use.
- Furthermore, there are concerns about the agency responsible to issue the GI certificate, as so far it is a responsibility of local authorities (DOST and DARD), while some stakeholders consider that there should be an agency to apply for the use of the GI.
- Stakeholders consider that there should be amendments to the Law on Intellectual Property in order to legally protect those granted with the right to use the GI. According to NOIP, the law is under review at present.
- The 10 companies granted with the certificate to use the GI are members of the association. However, only 3 of those companies use the GI. The other companies share the GI coffee and other certifications, such as 4C.
- There is a general lack of knowledge about the different cases of infringements against the GI, as infringements are the use of the GI name or logo by third parties not part of the GI, but also the use of the GI name and logo by those within the GI that do not respect the product specifications. Including awareness raising actions within the GI protection

strategy seems important to allow for a better understanding of the infringements possible.

- There are some local establishments carrying out abuses against the Buôn Ma Thuột coffee GI but no sanctions have been worked out so far to handle such infringements.
- The enforcement of the GI has not been implemented as the commercialization of the product still faces several challenges, due to the lack of legal basis regarding the GI control, the lack of human resources for the implementation. As long as the control of the GI product is not implemented, the compliance of the GI with the product specifications and related provisions is very difficult to ensure, hence it will be very difficult to fight against infringements, from stakeholders that may not respect the elaboration process of the Buôn Ma Thuột coffee GI or from third parties that use the name “Buôn Ma Thuột coffee” for coffee that is not the real Buôn Ma Thuột coffee GI.
- The “Buôn Ma Thuột coffee” has applied for registration in 17 countries and territories, being officially protected in 11 countries. According to stakeholders, some countries did not approve the protection because the description is too general.
- However, the protection enforcement faces difficulties due to the lack of funds for market surveillance, at national level as well as at international level, as even after being protected in other countries, it is still important to supervise the market to denounce infringements when detected.
- NOIP tries to accompany the companies and groups raising awareness about the role of the GI but it is also necessary the coordination between DOST, Market Surveillance, Market Police, etc. to provide a warning to the infringers. If the infringements persist, there are other measures available, such as imposing fines and disposing fake products causing confusion among consumers. Furthermore, NOIP is working with an international organization in order to develop a mechanism within a National IP Strategy in preparation that will comprise GIs.
- Even if the legislation foresees general actions against infringements, NOIP has not yet provided localities with a concrete methodology for the actions that can be taken against infringements as well as the sanctions to apply to those infringements. This methodology would be very useful for stakeholders and could be one of the results of the National GI Protection Strategy to be included in the National IP Strategy in preparation.
- According to NOIP, the national GI logo in preparation will be a useful tool to improve the image and awareness on GIs, as well as to enforce their protection. Likewise, including the mention “Protected Geographical Indication” or “PGI” on the packaging of the Buôn Ma Thuột coffee needs to be considered.
- Awareness raising actions on GI protection enforcement and implementation of the GI rights for the BCA and its members, for traders and exporters, as well as for the local authorities has not been implemented so far.
- The analysis regarding the need to register the Buôn Ma Thuột coffee GI logo (especially in the EU) has not been undertaken yet, due to the limited funds and capabilities to do so.

B.8. Impact of the GI

Based on the gathered information, together with the discussions with stakeholders during the Policy Networking Session and the visits to the Buôn Ma Thuột coffee GI area, **the impact of the GI has not been appreciated so far**. This may be due to several reasons:

- The limited GI protection scope only to the Buôn Ma Thuột coffee bean, which prevents roasted and powdered coffee to be labelled as GI.
- The general lack of knowledge or insufficient understanding about the GI, its impacts and benefits by most related stakeholders.
- The lack of a strong GI management by the BCA, still undeveloped and weak in terms of resources and capacities.
- The lack of a traceability system and a clear control plan, comprising auto-control, internal control and external control to certify the GI product before being placed in the market.

The aforementioned deficiencies make very difficult to develop market strategies, awareness raising or promotion actions to foster the benefits of the GI for producers, consumers and the local community.

C. Conclusions

In light of the documentation analysis, the information provided and the meetings with all related stakeholders during the field visit to the Buôn Ma Thuột coffee GI area, EU-MUTRAP IV GI international and local experts reached the following **conclusions**:

- There has been an **awareness and interest in the implementation plan by the BCA and local authorities**, even if most actions are still to be implemented.
- To be able to consolidate the Buôn Ma Thuột coffee GI, **the product specifications still need to be reviewed**, in particular regarding the scope of protection to all presentations within the Buôn Ma Thuột coffee GI (green bean, roasted and powdered coffee) as well as the issue of mixing and blending.
- Furthermore, **the geographical area of the Buôn Ma Thuột coffee GI seemed to be obsolete and needs to be updated** to include other districts producing the GI.
- The **BCA has made some useful progress on its development and responsibilities** delegated from DOST, while **still faces some challenges of financial and human resources as well as of autonomy on their management**.
- The **representativeness** of all stakeholders (especially GI producers) within the BCA **remains a challenge**.
- So far, **the Buôn Ma Thuột coffee GI does not have a proper traceability system in place**.
- The **internal control system** by the BCA **has made some progress through pilot projects** with related companies, but still needs guidelines and methodology to be set up for all involved producers and processors /traders.
- The **external control system is still not implemented**, not having designated yet the agency that shall assume such task. Local authorities remain unaware of the importance to ensure independence and impartiality by the controlling body to guarantee credibility of the entire GI system in place for their product and to avoid conflict of interests.
- As a result of not having an external control system in place, **the GI product is not is certified before being placed in the market**, putting at risk the credibility of the entire GI.
- The **use of the GI logo on the labelling remains very low**, due to the cost of printing and the lack of interest in the GI mention or logo by customers.
- There is a **lack of clear knowledge about the risk of infringements** or, in some cases, if the Buôn Ma Thuột coffee GI even faces any infringements at present or how they should act against them.



The field visit to Buôn Ma Thuật coffee GI area was very interesting and stakeholders were very committed and cooperative. They provided experts with a good overview of the current situation, their achievements and challenges, as well as allowed for very useful exchanges between participating stakeholders to improve their GIs. Furthermore, the use of practical examples proved to be very useful and appreciated by participants, as they could profit these examples to apply to their own case, as regards to GI management, Labelling and Promotion and GI Protection.

However, several aspects need to be tackled to make tangible progress in the near future, being crucial to maintain a regular follow up on their actions as well as to provide them with short term “tasks” on the priorities that they need to address in the next months.

III. Recommended implementing priorities

The Implementation Plan prepared by EU-MUTRAP GI experts and provided to local stakeholders in April 2016 responded to the request of the Vietnamese Ministry of Industry and Trade of the Socialist Republic of Vietnam to create the capacity of selected GI associations (Buôn Ma Thuột coffee GI among them) to carry out all the relevant steps to establish and maintain their geographical indications (GIs) locally, including, among the others, the identification of an adequate plan to manage all the relevant steps to be completed before, during and after receiving the protection as a GI.

Such implementation plan included a wide range of actions to be implemented by all involved stakeholders in order to improve the GI management (the traceability system and control plan) as well as to foster the sustainability and further development of the Buôn Ma Thuột coffee GI. However, after six months of its delivery and through the present status report, it has been assessed that **stakeholders need to be provided with a selected number of priorities to be implemented within the framework of a provided timetable, seeking to make tangible progress on the management as well as on the consolidation and development of the Buôn Ma Thuột coffee GI.**

Therefore, EU-MUTRAP GI experts propose herewith the **recommended implementing priorities to be undertaken in the coming 6 months**, from March to August 2017, which will seek to solve the first challenges that the Buôn Ma Thuột coffee GI faces to consolidate as a GI and make progress on its development in the future.

It is important to note that the following selected priorities are not the only actions to be implemented for the consolidation and development of the Buôn Ma Thuột coffee GI; hence they will not bring immediate tangible results. On the contrary, **with these priorities EU-MUTRAP GI experts seek to provide a clear orientation to all involved stakeholders on the actions to be implemented first, which shall be followed by others actions to be defined after these first have been completed.**

The **recommended implementing priorities** are the following:

BY THE BUÔN MA THUỘT COFFEE ASSOCIATION (BCA):

1) Improving the management of the Buôn Ma Thuột coffee GI:

The **objective** of this priority is strengthening the structure of the BCA, in order to enforce some aspects that difficult the development of the GI.

Regardless other actions to be implemented at a later stage, this priority **includes** assessing the number of stakeholders currently involved in the GI, identify, approach and welcome other stakeholders in the GI area to join the BCA and set up an efficient database of GI stakeholders (including producers, processors, companies, roasters,...) within the Buôn Ma Thuột coffee GI area that will serve to develop the traceability system for the Buôn Ma Thuột coffee GI.

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by the BCA:

A. Involving all stakeholders in the consolidation and development of the Buôn Ma Thuột coffee GI, through participatory actions led by the BCA:

- **Organize an agenda of meetings with all stakeholders of the Buôn Ma Thuột coffee GI,** members of the BCA as well as potential members involved in the elaboration of the GI (including producers, processors, companies, roasters...), to explain the GI right and the importance to work together on its consolidation and development. As the GI area is quite large, several meetings shall be organized to reach all interested stakeholders.
- **Undertake the planned meetings with identified stakeholders of the Buôn Ma Thuột coffee GI,** members of the BCA as well as potential members involved on the GI. Further to explaining the GI concept, its benefits and implications, as well as the importance to work together for its defence and promotion, other issues to be discussed at these meetings may be:
 - The role and functions of the BCA to provide useful services to all members.
 - The membership fees and yearly fees that all members may be ready to pay to receive the services, representation and defence by the BCA.
 - New voluntary stakeholders ready to collaborate on the work of the BCA, especially to set up the GI database of all areas.
 - Calendar for volunteers to gather the information to build up the database.
 - Budget to build up the database (payment to volunteers gathering the data), which shall be covered with the fees from members if at all possible.
 - Other means to look for other financial support for the BCA.
 - Other aspects that may arise.

The results of these meetings must be gathered by the BCA, achieving as results: an increase on the number of members, an agreement on the fees for the association and a system to collect them, a pool of voluntary stakeholders to gather the information to set up the database, a timeframe for gathering the information, a budget to build up the database, a list of possible options to gather additional financial resources for the association.

B. Setting up the Buôn Ma Thuột coffee GI's database: The database of members within the Buôn Ma Thuột coffee GI shall include plantations, production, hectares, etc. In order to build the updated database, it is recommended to:

- **Elaborate the methodology to build up the GI database,** which may include among other contents:
 - Defining the contents of the database that will serve to set up the traceability system (plantations, name of producers/processors/roasters/traders, hectares, production, etc.)
 - Defining the format of the database (electronic or manual, data introduction and update, etc.)
 - Preparing templates to gather the data with contents of data to collect, especially to set up the database from different areas, etc.)

- **Provide training for trainers to the identified volunteers**, which may include among other contents:
 - Preparing a training sessions for identified volunteers, where explaining the GI concept, the purpose of the database, the methodology to gather the data, the area that shall be covered, the budget to gather the data, etc.
 - Providing templates and clarify questions
- **Prepare and implement a planning to gather the information to build up the GI database**, which may include among other contents:
 - With the pool of voluntary stakeholders and the prepared calendar to gather the information for the GI database, setting up a planning for data collection, based on the proposed implementing period.
 - Assigning volunteers to the task of collecting the data and monitor the process.
 - Following up on the data gathering.
- **Set up the database for the Buôn Ma Thuật coffee GI**, by:
 - Collecting the information provided by volunteers.
 - Inserting on the database
 - Setting up the database.
 - Launching the methodology for regular update as soon as it is complete.

The resulting database for the Buôn Ma Thuật coffee GI will not only serve to properly represent, inform, involve and assist the members of the BCA, but also as basis to set up a traceability system for the Buôn Ma Thuật coffee GI.

2) **Strengthening the basis of the Buôn Ma Thuật coffee GI, by reviewing the product specifications and setting up an efficient auto-control plan by involved stakeholders:**

The **objective** of this priority is adapting the product specifications to the reality of the Buôn Ma Thuật coffee GI, as regards to its quality features, its presentation and the GI area of production.

This priority **implies** working in close cooperation with the Dak Lak DOST on the review of the GI product specifications, presenting it for approval and registration to NOIP.

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by the BCA:

- A. Reviewing the product specifications of the Buôn Ma Thuật coffee GI**, including the following actions among others possible:
- **Prepare and undertake a meeting with the Dak Lak DOST to discuss the review of the product specifications.** The main aspects to be discussed and agreed on shall include:
 - The procedure and requirements of NOIP to present the modification of the product specifications.
 - The modification of the scope of protection of the Buôn Ma Thuật coffee GI, to include the roasted and powdered coffee.

- The rules regarding the percentage of the Buôn Ma Thuật coffee and the requirements of mixing with other products and blend with other coffees to be considered Buôn Ma Thuật coffee GI.
 - The update of the GI area, production and administrative demarcation, to include all districts producing the Buôn Ma Thuật coffee GI.
 - **Define and agree on the amendment of the product specifications of the Buôn Ma Thuật coffee GI, by:**
 - Jointly drafting the amendments according to the discussed issues.
 - Submitting the amended product specifications for approval by all members of the BCA.
 - Collaborating with the Dak Lak DOST on the presentation of the amended product specifications for approval and registration by NOIP.
- B. Setting up an efficient auto-control system by involved stakeholders, including the following actions among others possible:**
- **Prepare a tool for facilitating the understanding of producers and processors on the production practices they must respect based on the product specifications** and other related provisions on the elaboration of the Buôn Ma Thuật coffee GI, which shall explain clearly how producers and processors shall verify that they are respecting the rules of the product specifications, while becoming a friendly and accessible instrument to all GI stakeholders for its implementation on their plantations and processing companies. For preparing such tools, it is advisable:
 - Organizing and implement an agenda of meetings with all members of the BCA, once new members have joined and the database setting has been launched, to collect all relevant information on the elaboration process of the Buôn Ma Thuật coffee GI.
 - Based on the collected information, preparing some guidelines on the production practices that all stakeholders must implement on their plantations and trading centres.
 - Based on these guidelines, preparing a tool, easy to understand by all stakeholders, explaining clearly how producers, collectors and traders shall verify that they are respecting the rules of the product specifications, while becoming a friendly and accessible instrument to all GI stakeholders for its implementation on their plantations and trading companies.
 - Once the tool is drafted, organizing meetings with all members to validate its content.
 - **Provide the tool to stakeholders so that they may implement an efficient auto-control system, by:**
 - Once the tool is validated, finding the necessary resources for its editing in a friendly format, printing and disseminating among stakeholders, to have it accessible on their plantations and companies.
 - Editing the tool, with the supporting resources.
 - Once the tool is edited, printing as many copies and formats (flyer, poster, etc.) as members shall have them on their plantations, processing centres or companies.
 - Organizing a planning to disseminate and explain the content of the tool and the importance to comply with it on their daily work elaborating the Buôn Ma Thuật coffee GI.

- Implementing the planning, disseminating the tool to all stakeholders within the Buôn Ma Thuột coffee GI.

Thanks to the provided tool, producers and processors may improve and coordinate the auto-controls on their plantations and processing centres, gaining the ability to ensure themselves and prove to others that they produce the product in conformity with the product specifications.

3) Setting up the traceability system and the internal control plan of the Buôn Ma Thuột coffee GI:

The **objective** of this priority is consolidating the traceability system and internal control plan of the Buôn Ma Thuột coffee GI, once the database of the GI is updated and the product specifications is reviewed.

This priority **implies** working in close cooperation with the members of the BCA to define a traceability system, adapted to the specificities of all members and compatible with their certification schemes some are involved in, as well as setting up and internal control plan, to supervise the respect of the product specifications by all members.

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by the BCA:

A. Setting up a traceability system for the Buôn Ma Thuột coffee GI, comprising the following actions among others possible:

- **Define the methodology for the traceability system:**
 - Contact all members and gather their information regarding the traceability they apply on their businesses, to ensure that the product originates from the delimited GI area.
 - Define a methodology for a common traceability system: This methodology can start from the auto-controls implemented by producers and processing centres; it can also profit the traceability used for certification schemes that some members may apply, as possible synergies may be profited to reduce costs;
 - With such information, the BCA shall propose common traceability markers at different stages of the production process that shall be agreed for their use by all members.
- **Agree and launch the traceability system:**
 - Organize meeting with members to discuss and agree on a common traceability system, to ensure the origin of the Buôn Ma Thuột coffee GI from the start of the production process through to the final product.
 - Put the traceability system in place and correct if necessary.

B. Setting up an internal control plan for the Buôn Ma Thuột coffee GI, which may be implemented delegating some of the controls to local producer groups as long as the BCA supervises and reports its full implementation. In order to do so, some of the following contents as well as others to be identified are advised:

- **Define the parameters of the internal control plan:**
 - The control plan specifies how the rules defined for the elaboration of the Buôn Ma Thuột coffee GI are to be checked (in the product specifications as well as in other adopted provisions, such as the guidelines on the production practices defined for the auto-control).
 - The BCA must define: the critical points to be controlled for each rule, the method used to control (visual, document analysis, etc.), the moment of control, the frequency of controls and the coverage (all producers, sampling), the sanctions depending on the seriousness of the non-compliance (economic, such as fines or prohibition to use the GI name, or social, such as the exclusion from the group).
- **Prepare and launch the internal control plan:**
 - Draft the internal control plan, to be discussed and agreed by all members of the BCA.
 - In case the BCA needs orientation for setting up the control plan, it may explore the possible collaboration of a control and certification body, which can assist on the elaboration of the internal control plan and training of agents within the BCA for its implementation. For further information on control and certification bodies that could be contacted for this purpose, you may find the **list of competent control and certification bodies accredited by the BoA in ANNEX V**.
 - In case there are limited human resources to implement the internal control plan, it is always advisable to profit the synergies within the BCA, having some voluntary members to rotate for implementing the internal control.

Once the three recommended priorities have been implemented by the BCA and in light of the results, corrections shall be proposed and further actions defined to make progress as regards to labelling, marketing, promotion and protection of the Buôn Ma Thuột coffee GI.

BY LOCAL AUTHORITIES (LED BY DAK LAK DOST):

1) Setting up a GI Multi-Disciplinary Team of local officials for the support and further development of the GI.

The **objective** of this priority is setting up a Multi-Disciplinary Team of officials from all local agencies directly or indirectly involved in the GI, to jointly define and coordinate the implementation of all actions to be undertaken at local and national level to support the sustainability of and to develop, promote and protect the Buôn Ma Thuột coffee GI, as well as other GIs that may arise in the future in the Dak Lak province.

The **tasks** of such team may be the following:

- Design the methodology to programme, prepare, implement and follow up on all actions to support and develop the GIs from the Dak Lak province.
- Define the role of each relevant local agency, setting up a coordinated division of competences for the development, promotion and protection of GIs from the Dak Lak province.
- Set up an awareness-raising programme for official from local authorities, with regular updates on the GI scheme and its progress.

- Prepare a road map of actions to be implemented at regional level for the development, promotion and protection of GIs from the Dak Lak province.
- Based on the road map of actions, define annual work plans, taking into account the views of stakeholders and the competences of each local agency, to ensure implementation of the annual priorities identified in a coordinated manner by all parties involved.
- Coordinate the proposed actions with the relevant national authorities (NOIP and others if necessary)
- Define the skills, duties and resources needed to implement the actions proposed in the annual work plans.
- Identify, contact and recruit the skilled technical personnel, local officials or external experts required to implement the activities proposed in the annual work plans.
- Allocate the required resources and manage the administrative arrangements necessary for the implementation of the activities proposed in the annual work plans.
- Supervise, coordinate and implement the actions set out in the annual work plans.
- Report regularly on the results to the relevant government ministries and agencies (NOIP and others if necessary).
- Follow up on outcomes, identifying the additional activities to be implemented in subsequent annual work plans.

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by local authorities (led by Dak Lak DOST):

A. Involving all agencies directly or indirectly involved in the establishment and development of GIs in the Dak Lak province

- **Identify the local agencies that need to be involved:** Based on its contacts with different departments under the Provincial People’s Committee, the Dak Lak DOST shall set up a list of all relevant departments and agencies (Agriculture, Trade, Tourism and those that are directly or indirectly involved/interested in the development of GIs).

B. Setting up the GI Multi-Disciplinary Team

- **Organize a meeting of all related local agencies** to agree on the GI Multi-Disciplinary Team structure, roles and duties, skills and the resources required to set it up (what each agency can do, what resources they can allocate, what are the actions that they must undertake as a priority, what may be the support to request from NOIP, what may be the support to the BCA, etc.)

At that meeting, it is advisable to agree on:

- Structure, functions and resources:
- In terms of actions: how to provide awareness raising of the GI concept, how to support the GI association, Agriculture,... it terms of quality maintenance and improvement the department of agriculture, in terms of promotion the department of tourism and trade, in terms of market strategy and contacts with private national and international partners department of trade and DOST.
- Set up a deadline for the appointment of the officials who will make up the GI Multi-Disciplinary Team.
- **Set up the GI Multi-Disciplinary Team**, appointing the proposed members and defining the next steps (training, calendar of meetings, tasks, etc.).

- Provide training to the team members on the GI concept, the GI scheme, its potential benefits and the current challenges in Vietnam.
- Organize and hold the first meeting of the new GI Multi-Disciplinary Team of officials to launch its activities, discussing the road map of actions to be implemented (in terms of awareness raising, quality maintenance and improvement, support the BCA on the development and market strategy for the GI, promotion actions, etc.). Based on the road map of actions, further documents shall be prepared (annual work plan, calendar, follow up meetings, etc.).

Some **additional recommendations** regarding the form and roles of the GI Multi-Disciplinary Team:

- The GI Multi-Disciplinary Team should take the form of a horizontal group of local officials with sufficient skills to implement the specific tasks they are given.
- The team may be made up of lead persons appointed from within each local agency or new officials from outside the agency hired to be part of the team.
- The main role of these officials will be to carry out the tasks assigned to the GI Multi-Disciplinary Team and to channel the actions to be taken by the agencies they represent, when required.
- Each agency involved should ensure that the designated trained officials can undertake their duties within the GI Multi-Disciplinary Team and that their duties and workload are always covered by/transferred to other suitably skilled officials, if they change/transfer jobs.
- In order to ensure the long-term sustainability and efficiency of this team, it should receive both initial as well as regular training on the GI scheme and updates on its progress at national and international levels, with the support of NOIP.

2) **Strengthening the basis of the Buôn Ma Thuột coffee GI, by reviewing the product specifications:**

The **objective** of this priority is adapting the product specifications to the reality of the Buôn Ma Thuột coffee GI, as regards to its quality features, its presentation and the GI area of production.

This priority **implies** working in close cooperation with the BCA on the review of the GI product specifications, presenting it for approval and registration to NOIP.

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by the Dak Lak DOST:

- A. **Adapting the product specifications to the reality of the Buôn Ma Thuột coffee GI**, including the following actions among others possible:
 - **Understand the procedure to amend the product specifications of the Buôn Ma Thuột coffee GI**, by:
 - Consulting with NOIP the procedure and requirements to present the modification of the product specifications, in order to

- Discussing these requirements with the BCA.
- **Prepare and undertake a meeting to discuss the review of the product specifications**, gathering the members from all local agencies that will soon compose the GI Multi-Disciplinary Team to hold a meeting with the BCA to discuss the review of the product specifications.
Discuss mainly:
 - The modification of the scope of protection of the Buôn Ma Thuột coffee GI, to include the roasted and powdered coffee.
 - The rules regarding the percentage of the Buôn Ma Thuột coffee and the requirements of mixing with other products and blend with other coffees to be considered Buôn Ma Thuột coffee GI.
 - The update of the GI area, production and administrative demarcation, to include all districts producing the Buôn Ma Thuột coffee GI.
- **Define and agree on the amendment of the product specifications of the Buôn Ma Thuột coffee GI**, by:
 - Jointly drafting the amendments according to the discussed issues.
 - Once the amended product specifications are approved by all members of the BCA, presenting the amended product specifications for approval and registration by NOIP.
 - Assisting the BCA on the elaboration of the tool for facilitating the understanding of producers and processors on the production practices they must respect based on the product specifications and other related provisions on the elaboration of the Buôn Ma Thuột coffee GI, providing support on the drafting and dissemination among producers and processors.

3) Setting up the external control plan of the Buôn Ma Thuột coffee GI:

The **objective** of this priority is solving the pending issue of completing the guarantee system of the Buôn Ma Thuột coffee GI, allowing for the control and certification of the GI production before being placed in the market.

This priority **includes** adopting a decision on the entity that shall undertake the external control of the Buôn Ma Thuột coffee GI as well as setting up the external control plan to certify the Buôn Ma Thuột coffee GI. It will imply working in close cooperation with the designated entity that shall undertake the external control of the Buôn Ma Thuột coffee GI, with the BCA, as well as with an external control and certification body accredited by the BoA (if this body is not the designated entity to implement the control and certification of the GI).

In order to implement this priority, some of the **following steps** as well as others to be identified are advised for their implementation by the Dak Lak DOST:

- A. Designating the entity responsible for the external control and certification of the Buôn Ma Thuột coffee GI:**
- **Organize a meeting with the GI Multidisciplinary Team** to discuss and adopt a decision on the proposed entity to implement the external control of the Buôn Ma Thuột coffee GI, this being either the Centre for Technical Standards, Metrology and Quality (STAMEQ -

under the local Division of Standards, Metrology and Quality – DOST) or an independent control and certification body.

- **Organize a meeting with the BCA** to present the proposal of independent and impartial external control body.
- **Organize a meeting with the Provincial People’s Committee** to request an urgent decision to designate the independent control and certification body for the Buôn Ma Thuột coffee GI.

B. Ensuring the necessary capacities to undertake the external control and certification of the GI:

- Once the entity is designated, it **shall ensure that it has the technical capacity complying with international regulations (ISO/IEC 17065:2012)**, by receiving the accreditation by the BoA or, at least, by proving its independence and impartiality, having the qualified personnel to control and certify the yearly production of the GI before being placed in the market. In any case, the designated entity shall have the resources and appropriate expertise to fulfil such task. In order to do so:
 - **If the designated entity is not an accredited body by the BoA**, if it possible to organize trainings with the BoA to receive the accreditation or at least to ensure independence and impartiality of the entity. Hiring an external control body to train the designated entity and support on the elaboration of the external control plan may be extremely useful.
 - **If the designated entity is an accredited body by the BoA**, all actions of training, and ensuring independence and impartiality, will be overcome.
- If DOST or the PPC decides that the designated entity must receive the accreditation by the BoA, the entity shall contact the BoA and **start the accreditation process** (around 5/6 months minimum). If the entity is already accredited, this action will not be needed.

C. Setting up and implement an external control plan for the Buôn Ma Thuột coffee GI:

- **Set up the external control plan for the Buôn Ma Thuột coffee GI (the designated control and certification body):**

In parallel and to avoid delays, the designated entity (accredited or not by the BoA) shall **start setting up the external control plan**, including the following elements to control:

- The evaluation of production conditions and quality system, including the elaboration process, the management by the BCA and its members.
- The traceability, including the correct application and intervention in case of a system failure by the BCA.
- The quality of the final product, including labelling, aspect, taste, etc. through visual controls and laboratory analysis.

Hence, the external control plan specifies how the rules defined for the elaboration of the Buôn Ma Thuột coffee are to be checked (in the product specifications as well as in other adopted provisions), how the management by the BCA is undertaken, if the traceability of the product is ensured and if the final product complies with the rules for the Buôn Ma Thuột coffee GI (product specifications and other provisions).

- The entity in charge of implementing the external control shall **work in cooperation with the BCA** to define: the critical points to be controlled for each rule, the method used to

control (visual, document analysis, etc.), the moment of control, the frequency of controls and the coverage (all producers, sampling), the sanctions depending on the seriousness of the non-compliance (economic, such as fines or prohibition to use the GI name, or social, such as the exclusion from the group).

- The entity in charge of implementing the external control shall **draft the external control plan**, to be discussed and agreed by Dak Lak DOST. The external control plan shall include a certification of conformity or non-conformity of the yearly GI production before the GI is placed in the market.
- **Implement the external control plan for the Buôn Ma Thuật coffee GI (the designated control and certification body together with related local authorities)**, including:
 - The implementation of the external control plan.
 - The detection and correction of deviations if needed.
 - The certification of the yearly production of the Buôn Ma Thuật coffee as a GI before being placed in the market.

In case the entity in charge of implementing the external control needs orientation for setting up the control plan, it may explore the possible collaboration of a control and certification body, which can assist on the elaboration of the control plan and training of agents within the designated entity for its implementation. For further information on control and certification bodies that could be contacted for this purpose, you may find the **list of competent control and certification bodies accredited by the BoA in ANNEX V.**

Once the three recommended priorities have been implemented by the local authorities (led by Dak Lak DOST) and in light of the results, corrections shall be proposed and further actions defined to make progress as regards to promotion, market surveillance and protection of the Buôn Ma Thuật coffee GI.

IV. Timetable for implementing priorities

BUÔN MA THUỘT COFFEE ASSOCIATION (BCA):

1) Improving the management of the Buôn Ma Thuột coffee GI

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
	Organize an agenda of meetings with all stakeholders of the Buôn Ma Thuột coffee GI, members of the BCA as well as potential members involved in the elaboration of the GI	<ul style="list-style-type: none"> - Identify all stakeholders involved in the elaboration of the Buôn Ma Thuột coffee GI (producers, processors, companies, roasters...) and prepare a list - Prepare the calendar of meetings - Prepare and send the invitations for meetings to stakeholders - Follow up on confirmations 	1 March – 10 March 2017	<ul style="list-style-type: none"> - List of stakeholders to invite to meetings. - Calendar of meetings depending on the area. - Invitation for meetings. - List of confirmed participating stakeholders.
A. Involving all stakeholders in the consolidation and development of the Buôn Ma Thuột coffee GI	Undertake the planned meetings with identified stakeholders of the Buôn Ma Thuột coffee GI, members of the BCA as well as potential members involved on the GI	<ul style="list-style-type: none"> - Explain the GI concept, benefits and implications - Explain the importance to work together on the consolidation and development of the Buôn Ma Thuột coffee GI - Discuss the role and functions of the BCA to provide useful services to all members: open to contributions - Discuss the membership fees and yearly fees that all members must pay to the BCA: open to contributions - Request new voluntary stakeholders ready to collaborate on the work of the BCA, especially to set up the GI database of all areas. - Agree on a calendar for volunteers to gather the information to build up the database. - Discuss on the budget to build up the database, to be covered with the fees from members if at all possible. - Discuss possible means of financial support for the BCA. - Invite to join the BCA. 	10 March – 31 March 2017	<ul style="list-style-type: none"> - Clear understanding of the GI concept, its implications and benefits as well as the importance to work together for consolidating, defending and promoting the Buôn Ma Thuột coffee GI. - Agreement on the role and functions of the BCA. - Agreement on the membership fees and yearly fees of the BCA. - Pool of voluntary stakeholders to help the BCA, especially to gather the information for the GI database. - Calendar to gather the information for the GI database. - Budget to set up the GI database. - List of possible options to gather additional financial resources for the BCA. - List of new members of the BCA.

B. Setting up the Buôn Ma Thuật coffee GI's database	Elaborate the methodology to build up the GI database	<ul style="list-style-type: none"> - Define the contents of the database that will serve to set up the traceability system (plantations, name of producers/processors/roasters/traders...), hectares, production, etc. - Define the format of the database (electronic or manual, data introduction and update, etc.) - Prepare templates to gather the data with contents of data to collect, especially to set up the database from different areas, etc.) 	15 March – 31 March 2017	<ul style="list-style-type: none"> - Methodology to build up the database of the Buôn Ma Thuật coffee GI. - Format of the GI database. - Templates for data collection.
	Provide training for trainers to the identified voluntary stakeholders	<ul style="list-style-type: none"> - Prepare a training sessions for identified volunteers, where explaining the GI concept, the purpose of the database, the methodology to gather the data, the area that shall be covered, the budget to gather the data, etc. - Provide templates and clarify questions 	25 March – 15 April 2017	<ul style="list-style-type: none"> - Trained pool of volunteers to gather the information for the GI database.
	Prepare and implement a planning to gather the information to build up the GI database	<ul style="list-style-type: none"> - With the pool of voluntary stakeholders and the prepared calendar to gather the information for the GI database, set up a planning for data collection, based on the proposed implementing period. - Assign volunteers to the task of collecting the data and monitor the process. - Follow up on the data gathering. 	15 April - 31 May 2017	<ul style="list-style-type: none"> - Planning for volunteers to collect the data
	Set up the database for the Buôn Ma Thuật coffee GI	<ul style="list-style-type: none"> - Collect the information provided by volunteers. - Insert on the database - Set up the database. - Launch the methodology for regular update as soon as it is complete. 	15 April – 31 May 2017	<ul style="list-style-type: none"> - Database of the Buôn Ma Thuật coffee GI.

2) Strengthening the basis of the Buôn Ma Thuật coffee GI, by reviewing the product specifications and setting up an efficient auto-control plan by involved stakeholders:

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
A. Reviewing the product specifications of the Buôn Ma Thuật coffee GI	Prepare and undertake a meeting with the Dak Lak DOST	<ul style="list-style-type: none"> - Discuss the procedure and requirements of NOIP to present the modification of the product specifications. - Discuss the modification of the scope of protection of the Buôn Ma Thuật coffee GI, to include the roasted and powdered coffee. - Discuss the rules regarding the percentage of the Buôn Ma Thuật coffee and the requirements of mixing with other products and blend with other coffees to be considered Buôn Ma Thuật coffee GI. - Discuss the need of an update of the GI area, production and administrative demarcation, to include all districts producing the Buôn Ma Thuật coffee GI. 	1 March – 10 March 2017	<ul style="list-style-type: none"> - Agreement on the aspects of the product specifications of the Buôn Ma Thuật coffee GI to be modified
	Define and agree on the amendment of the product specifications of the Buôn Ma Thuật coffee GI	<ul style="list-style-type: none"> - Jointly with the Dak Lak DOST, draft the amendments of the product specifications according to the discussed issues. - Submit the amended product specifications for approval by all members of the BCA. - Collaborate with the Dak Lak DOST on the presentation of the amended product specifications for approval and registration by NOIP. 	1 March – 31 March 2017	<ul style="list-style-type: none"> - Approval of the amended product specifications by all members of the BCA. - Amended product specifications of the Buôn Ma Thuật coffee GI. - Approval and registration by NOIP of the amended product specifications of the Buôn Ma Thuật coffee GI.
B. Setting up an efficient auto-control system by involved stakeholders	Prepare a tool for facilitating the understanding of producers and processors on the production practices they must respect based on the product specifications and other related provisions on the elaboration of the Buôn Ma Thuật coffee GI	<ul style="list-style-type: none"> - Once the product specifications have been modified, organize and implement an agenda of meetings with all members of the BCA, to collect all relevant information on the elaboration process of the Buôn Ma Thuật coffee GI. - Based on the collected information, prepare some guidelines on the production practices that all stakeholders must implement on their plantations and trading centres. - Based on these guidelines, prepare a tool, easy to understand by all stakeholders, explaining clearly how producers, collectors and traders shall verify that they are 	1 April – 30 April 2017	<ul style="list-style-type: none"> - Guidelines on the production practices for the elaboration of the Buôn Ma Thuật coffee GI. - Friendly tool explaining clearly how producers, collectors and traders shall verify that they are respecting the rules of the product specifications of the GI. - Approval of the proposed tool.

		<p>respecting the rules of the product specifications, while becoming a friendly and accessible instrument to all GI stakeholders for its implementation on their plantations and trading companies.</p> <ul style="list-style-type: none"> - Once the tool is drafted, organize meetings with all members of the BCA to validate its content. 		
	<p>Provide the tool to stakeholders so that they may implement an efficient auto-control system</p>	<ul style="list-style-type: none"> - Once the tool is validated, find the necessary resources for its editing in a friendly format, printing and disseminating among stakeholders, to have it accessible on their plantations and companies. - Edit the tool, with the supporting resources. - Once the tool is edited, print as many copies and formats (flyer, poster, etc.) as members shall have them on their plantations, processing centres or companies. - Organize a planning to disseminate and explain the content of the tool and the importance to comply with it on their daily work elaborating the Buôn Ma Thuật coffee GI. - Implement the planning, disseminating the tool to all stakeholders within the Buôn Ma Thuật coffee GI. 	<p>1 May – 31 May 2017</p>	<ul style="list-style-type: none"> - Edited tool for GI stakeholders. - Awareness raising among stakeholders on the importance to respect the production practices on the elaboration of the Buôn Ma Thuật coffee GI. - Coordinated auto-controls of the Buôn Ma Thuật coffee GI on all plantations, processing centres, trading and roasting companies.

3) Setting up a traceability system and an internal control plan:

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
A. Setting up a traceability system for the Buôn Ma Thuột coffee GI	Define the methodology for the traceability system	<ul style="list-style-type: none"> - Contact all members and gather their information regarding the traceability they apply on their businesses. - Define a methodology for a common traceability system: This methodology can start from the auto-controls implemented by producers and processing centres; it can also profit the traceability used for certification schemes that some members may apply, as possible synergies may be profited to reduce costs; - Propose common traceability markers at different stages of the production process that shall be agreed for their use by all members. 	1 June – 15 June 2017	<ul style="list-style-type: none"> - Methodology for a common traceability system for the GI. - Traceability markers and tracing codes
	Agree and launch the traceability system	<ul style="list-style-type: none"> - Organize meetings with members to discuss and agree on a common traceability system, to ensure the origin of the Buôn Ma Thuột coffee GI from the start of the production process through to the final product. - Put the traceability system in place and correct if necessary. 	15 June – 31 July 2017	<ul style="list-style-type: none"> - Coordinated traceability system in place for the Buôn Ma Thuột coffee GI, agreed by all members of the BCA.
B. Setting up an internal control plan for the Buôn Ma Thuột coffee GI	Define the parameters of the internal control plan	<ul style="list-style-type: none"> - The control plan specifies how the rules defined for the elaboration of the Buôn Ma Thuột coffee GI are to be checked (in the product specifications as well as in other adopted provisions, such as the guidelines on the production practices defined for the auto-control). - The BCA must define: the critical points to be controlled for each rule, the method used to control (visual, document analysis, etc.), the moment of control, the frequency of controls and the coverage (all producers, sampling), the sanctions depending on the seriousness of the non-compliance (economic, such as fines or prohibition to use the GI name, or social, such as the exclusion from the group). 	1 July – 31 July 2017	<ul style="list-style-type: none"> - Guidelines for the implementation of the internal control plan

	<p>Prepare and launch the internal control plan</p>	<ul style="list-style-type: none"> - Draft the internal control plan, to be discussed and agreed by all members of the BCA. - In case the BCA needs orientation for setting up the control plan, it may explore the possible collaboration of a control and certification body, which can assist on the elaboration of the internal control plan and training of agents within the BCA for its implementation. - In case there are limited human resources to implement the internal control plan, it is always advisable to profit the synergies within the BCA, having some voluntary members to rotate for implementing the internal control. 	<p>15 July – 31 August 2017</p>	<ul style="list-style-type: none"> - Trained agents within the BCA to implement the internal control plan. - Internal control plan in place for the Buôn Ma Thuột coffee GI, agreed by all members of the BCA.
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LOCAL AUTHORITIES (LED BY DAK LAK DOST):

1) Setting up a GI Multi-Disciplinary Team of local officials for the support and further development of the GI

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
A. Involving all agencies directly or indirectly involved in the establishment and development of GIs in the Dak Lak province	Identify local agencies to be involved	<ul style="list-style-type: none"> - Identify the local agencies that need to be involved, setting up a list of all relevant departments and agencies (Agriculture, Trade, Tourism and those that are directly or indirectly involved/interested in the development of GIs). - Undertake first contacts to ensure the involvement of agencies and the identification of the official to be part of the future GI Multi-Disciplinary Team. - Prepare the meeting. - Prepare, send and follow up on the invitations for meetings to agencies, ensuring the participation of the identified official/s from each agency. 	1 March – 10 March 2017	<ul style="list-style-type: none"> - List of local agencies to be part of the GI Multi-Disciplinary Team - Invitation for the meeting. - List of confirmed participating officials.
		B. Setting up the GI Multi-Disciplinary Team	Organize a meeting with all identified agencies to discuss and agree on the main aspects of the GI Multi-Disciplinary team to be set up	<ul style="list-style-type: none"> - Design the methodology to programme, prepare, implement and follow up on all actions to support and develop the GIs from the Dak Lak province. - Define the role of each relevant local agency. - Organize the meeting with all related local agencies to agree on the GI Multi-Disciplinary Team structure, roles and duties, skills and the resources required to set it up (what each agency can do, what resources they can allocate, what are the actions that they must undertake as a priority, what may be the support to request from NOIP, what may be the support to the BCA, etc.) - Set up a deadline for the appointment of the officials who will make up the GI Multi-Disciplinary Team.
Set up the GI Multi-Disciplinary Team	<ul style="list-style-type: none"> - Organize and hold the first meeting of the new GI Multi-Disciplinary Team to launch its activities, comprising the following: - Confirm the appointment of the proposed members and 		20 March – 31 March 2017	<ul style="list-style-type: none"> - GI Multi-Disciplinary Team in place - Trained officials integrating the GI Multi-Disciplinary Team - Programme of awareness raising and update on

- defining the next steps (training, calendar of meetings, tasks, etc.).
- Provide training to the team members on the GI concept, the GI scheme, its potential benefits and the current challenges in Vietnam, setting up an awareness-raising programme, with regular updates on the GI scheme and its progress.
 - Prepare a road map of actions for the development, promotion and protection of GIs from the Dak Lak province.
 - Define annual work plans.
 - Coordinate the proposed actions with the relevant national authorities.
 - Define the skills, duties and resources needed to implement the actions proposed in the annual work plans, identifying and recruiting the skilled technical personnel, local officials or external experts required to implement the activities proposed in the annual work plans.
 - Allocate the required resources and manage the administrative arrangements necessary for the implementation of the activities.
 - Supervise, coordinate and implement the actions set out in the annual work plans.
 - Report regularly on the results to the relevant government ministries and agencies.
 - Follow up on outcomes, identifying the additional activities to be implemented in subsequent annual work plans.

- the GI scheme.
- Work Plan for 2017/2018, including the road map of actions for the development, promotion and protection of GIs from the Dak Lak province.
 - Pool of technical experts to support on the implementation of the activities.
 - Clear resources from all agencies to ensure the implementation of the yearly work plans.

2) Strengthening the basis of the Buôn Ma Thuật coffee GI, by reviewing the product specifications:

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
A. Adapting the product specifications to the reality of the Buôn Ma Thuật coffee GI	Understand the procedure to amend the product specifications of the Buôn Ma Thuật coffee GI	<ul style="list-style-type: none"> - Consult with NOIP the procedure and requirements to present the modification of the product specifications and discuss them with the BCA. 	1 March – 10 March 2017	<ul style="list-style-type: none"> - Clear knowledge on the procedure to apply for an amendment of GI product specifications.
	Prepare and undertake a meeting to discuss the review of the product specifications	<ul style="list-style-type: none"> - Gather the members from all local agencies that will soon compose the GI multi-disciplinary team, to hold meetings with the BCA to discuss the review of the product specifications. - Discuss the procedure and requirements of NOIP to present the modification of the product specifications. - Discuss the modification of the scope of protection of the Buôn Ma Thuật coffee GI, to include the roasted and powdered coffee. - Discuss the rules regarding the percentage of the Buôn Ma Thuật coffee and the requirements of mixing with other products and blend with other coffees to be considered Buôn Ma Thuật coffee GI. - Discuss the need of an update of the GI area, production and administrative demarcation, to include all districts producing the Buôn Ma Thuật coffee GI. 	1 March – 31 March 2017	<ul style="list-style-type: none"> - Agreement on the aspects of the product specifications of the Buôn Ma Thuật coffee GI to be modified
	Define and agree on the amendment of the product specifications of the Buôn Ma Thuật coffee GI	<ul style="list-style-type: none"> - Jointly draft the amendments as discussed. - Once the amended product specifications are approved by all members of the BCA Association, present the amended product specifications for approval and registration by NOIP. - Assist the BCA on the elaboration of the tool for auto-control by producers and processors on the elaboration of the Buôn Ma Thuật coffee GI, providing support on the drafting, editing and dissemination. 	1 March – 31 March 2017	<ul style="list-style-type: none"> - Approval of the amended product specifications on all members of the BCA. - Amended product specifications of the Buôn Ma Thuật coffee GI. - Approval and registration by NOIP of the amended product specifications of the Buôn Ma Thuật coffee GI.

3) Setting up the external control plan of the Buôn Ma Thuột coffee GI:

STEPS	ACTIONS	CONTENT	IMPLEMENTING PERIOD	EXPECTED RESULTS
A. Designating the entity responsible for the external control and certification of the Buôn Ma Thuột coffee GI	Coordinate positions within the GI Multi-Disciplinary Team	<ul style="list-style-type: none"> - Organize a meeting with the GI Multi- Disciplinary team to discuss and adopt a decision on the proposed entity to implement the external control of the Buôn Ma Thuột coffee GI, this being either the Centre for Technical Standards, Metrology and Quality (STAMEQ - under the local Division of Standards, Metrology and Quality – DOST) or an independent control and certification body. 	1 April - 15 April 2017	<ul style="list-style-type: none"> - Proposal of an external control and certification body for the Buôn Ma Thuột coffee GI.
	Involve and work with the BCA	<ul style="list-style-type: none"> - Organize a meeting with the BCA to present the proposal of independent and impartial external control body and agree on it. 	15 April – 30 April 2017	<ul style="list-style-type: none"> - Agreement on the proposal for a external control and certification body for the Buôn Ma Thuột coffee GI
	Request urgent action from the PPC	<ul style="list-style-type: none"> - Organize a meeting with the PPC to request an urgent decision to designate the independent control and certification body for the Buôn Ma Thuột coffee GI 	15 April – 30 April 2017	<ul style="list-style-type: none"> - Decision on the entity that shall undertake the external control and certification of the Buôn Ma Thuột coffee GI
B. Ensuring the necessary capacities to undertake the external control and certification of the GI	If the control and certification body is not accredited by the BoA	<ul style="list-style-type: none"> - Ensure that it has the technical capacity complying with international regulations (ISO 17065). - If the designated entity is not an accredited body by the BoA, organize trainings with the BoA to receive the accreditation or to ensure independence and impartiality of the entity. - If DOST or the PPC decides that the designated entity must receive the accreditation by the BoA, contact the BoA and start the process to do so. 	1 May – 31 August 2017	<ul style="list-style-type: none"> - Accreditation by the BoA as a control and certification body. - Technical capacity complying with international regulations (ISO 17065), for controlling and certifying GIs.
	If the control and certification body is accredited by the BoA	<ul style="list-style-type: none"> - Ensure that it has the technical capacity complying with international regulations (ISO 17065). - If the designated entity is an accredited body by the BoA, all actions of training, and ensuring independence and impartiality, will be overcome. - However, it is always advisable to receive some training on the implementation of the external control plan by an accredited control and certification body. 	1 May – 31 August 2017	<ul style="list-style-type: none"> - Technical capacity complying with international regulations (ISO 17065), for controlling and certifying GIs.

<p>C. Setting up and implement the external control plan for the Buôn Ma Thuột coffee GI</p>	<p>Set up the external control plan for the Buôn Ma Thuột coffee GI (the designated control and certification body)</p>	<ul style="list-style-type: none"> - Work in cooperation with the BCA to define: the critical points to be controlled for each rule, the method used to control (visual, document analysis, etc.), the moment of control, the frequency of controls and the coverage (all producers, sampling), the sanctions depending on the seriousness of the non-compliance (economic, such as fines or prohibition to use the GI name, or social, such as the exclusion from the group). - Draft the external control plan, to be discussed and agreed by Dak Lak DOST. - Include a certification of conformity or non-conformity of the yearly GI production before the GI is placed in the market. - Explore the possible collaboration of a control and certification body, which can assist on the elaboration of the control plan and training of agents within the designated entity for its implementation. 	<p>1 July – 15 July 2017</p>	<ul style="list-style-type: none"> - Guidelines for the implementation of the external control plan
	<p>Implement the external control plan for the Buôn Ma Thuột coffee GI (the designated control and certification body together with related local authorities)</p>	<ul style="list-style-type: none"> - Implement the external control plan. - Detect and correct deviations if needed. - Ensure the certification of the yearly production of the Buôn Ma Thuột coffee as a GI before being placed in the market. 	<p>15 July – 31 August 2017</p>	<ul style="list-style-type: none"> - External control plan in place - Certification of the yearly production in place.



V. Annexes

ANNEX I – Presentation delivered in localities by the International GI expert on “Management by the GI Association”

ANNEX II – Presentation delivered in localities by the International GI expert on “Sustainable development of the GI: Labelling & Promotion”

ANNEX III – Presentation delivered in localities by the International GI expert on “GI Protection: The use of the GI right”

ANNEX IV – Check List on the Status of the Implementing Planning of the Buôn Ma Thuột coffee GI completed by the local GI expert.

ANNEX V – List of competent control and certification bodies accredited by the BoA