

**НАИМЕНОВАНИЯ ЗА ПРОИЗХОД И ГЕОГРАФСКИ УКАЗАНИЯ: СИСТЕМАТА
НА РЕГИСТРАЦИЯ И РОЛЯТА ИМ КАТО ПРОМОТОРИ НА МАКЕДОНСКИТЕ
ПРОДУКТИ****Емилия Джорджинска
Дияна Горгиева****APPELLATIONS OF ORIGIN AND GEOGRAPHICAL INDICATIONS: THE SYSTEM OF
REGISTRATION AND THEIR ROLE AS PROMOTERS OF MACEDONIAN PRODUCTS****Emilija Gjorgjioska
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Abstract: According to the Law on Industry Property of the Republic of North Macedonia Appellations of Origin (AOs) and Geographical Indications (GIs) are different industrial property rights. Although the number of protected Appellations of Origin and Geographical Indications is not on the same level as Trademarks or Patents, their importance for the Macedonian economy cannot be dismissed or omitted. This is so because these rights indicate that a certain product should have certain characteristics and as such be recognizable to consumers. This alone protects the geographical name from misuse, imitation, or false declaration.

In the context of this, in this paper, the authors will analyze the notion of geographical indicators - Appellations of Origin and Geographical Indications according to the Macedonian legal framework, procedure, and the benefits of protection of these industrial property rights.

Also, according to the relevant institutional Reports, the authors will make an analysis of the number of protected Appellations of Origin and Geographical Indications, the nature of protected products, and their further role as a promoter of Macedonian production of products that are typically for the Macedonian environment.

During the analysis, the authors will give a brief review of some of the most used Macedonian products that are protected as a geographical name. A typical example is: Macedonian ajvar, Kochani rice, Krivopalanecki honey, Ohrid pearls, and many others. This should not be surprising because the Republic of North Macedonia is known for many products that are recognizable in specific places or areas.

The methods of analysis, abstraction, and generalization, as well as comparative analysis, will be used. The authors will give some recommendations for further improvement of the legislation and some measures for easier gaining knowledge, to simplify and make the process more accessible to applicants who may be a natural or legal person, a group of producers and manufacturers of the same products.

Keywords: Appellations of Origin, Geographical Indications, national value, Macedonian products, industrial property law.

Introduction

The issue of geographical names and protection of geographical names is an important segment of industrial property law. This issue has legal and economic significance due to the existence of a relationship/link between the geographical origin and the quality, reputation, or other characteristics of the product. It is precisely because of this that there is a need for the proper protection of geographical names, and with this, also of potential consumers. This trend is followed by Macedonian Law on industry property.

The Republic of North Macedonia is mainly an agricultural country with specific geographical location and climate. On the grounds our country produces a significant number of products whose quality or characteristics highly depend on the geographical environment, including natural and human factors, and which has given them a good reputation.

Protection of geographical names for each national economy has a significant importance, in a manner to protect, increase and to promote the national inheritance, national cultural tourism also to increase the profit of the authorized users of protected rights which almost always are local small and medium enterprises or farmers.

1. Literature review

Geographical names with the two prototypes: Appellations of Origin and Geographical Indications have been objects of interest in a great number of books, scientific and professional papers and research. Indications of source or appellations of origin as a specific type of industrial property rights geographical names have been mentioned in the Paris Convention for the Protection of Industrial Property adopted on March 20, 1883.

Because protection of geographical names protects the specific source of origin of the products it is natural for each country to dedicate vast attention in regulation of these rights and pro-

cedure for their protection. Namely, the specific geographical names represent cultural, natural and traditional heritage in production of some products. Thus, each country should take care of the promotion and protection of geographical names. Numerous world-famous products protected with trademarks or geographical names create a positive influence on the country from which they originate from. In this sense, indications of geographical origin possess characteristics of marketing and promotion of the relevant product, but also of the origin country.¹ In the case of geographical indications, these names associate a particular product with some region, place or country they originate from. The association arises because the quality or characteristics of the foodstuff are somehow associated with the geographical environment.² Products with a geographical indication have a special significance for underdeveloped and developing countries and mainly agricultural-oriented countries. Products with geographical indication make a special contribution where it is most needed: in marginalized rural areas.³ Geographical indications create new working places at the local level and have a great influence in developing rural areas. Geographical indication also gives an opportunity for the producers to get better prices for the products produced according to traditional recipes in specific geographical places.⁴ Plenty of researchers indicates that consumers are ready to pay more for products that are protected such as appellation of origin. Willingness to pay (WTP) for appellation of origin is object of research worldwide, treated by different customized methods and statistical data (BAZOCHE et al., Skuras and Vakrou). Kazakova-Mateva also emphasized the socio-economic benefits from geographic indications in Europe.

SEE countries/territories are rich in traditional food products, and strong links between agrobiodiversity, traditional knowledge, cultural

¹ Cairns, G. Evolutions in food marketing, quantifying the impact, and policy implications. *Appetite*, 62(1), 2013, pp. 194–197.

² Spence, M. *INTELLECTUAL PROPERTY*, Oxford university press, 2007.

³ Lukinović, M., Opačić, A., Milojević, I. Geographical indications as a means of valorization of economic business – a chance for rural recovery. *Sociološki pregled / Sociological Review*, vol. LV (4), 2020, pp. 1412–1437.

⁴ Čeranić, J. ZAŠTITA OZNAKA GEOGRAFSKOG POREKLA. Usklađivanje prava Republike Srbije sa pravnim tekovinama EU : prioriteti, problemi, perspektive. Institut za uporedno pravo, Beograd, 2012, pp. 55-74.

diversity and local innovations that are visible in the region provide unique products with specific features, which are not protected yet, at national or EU level.⁵

Research on the geographical names registered in the Republic of North Macedonia are really rare. Most of the papers are oriented on the legal aspects and background of the geographical names' regulation. On the other hand, there are a significantly bigger number of papers about geographical names and their influence on the local economy and tourism in the neighboring countries. Radovanović, analyzed the national and international protection of agricultural products and food with geographical names – the case of Serbia.

Research based on some kind of food or beverages protected with appellation of origin or geographical indicators is not so rare. That is the example with Italian wines.⁶ Geographical indications protection in the Republic of Macedonia with reference to wines, with special emphasis to the legal framework related to the wines was profoundly analyzed by Buchkovski, Naumovski, Gavrilovic, Vuchen in 2017. Kovačević, Kljaič, (2021) made a profound analysis on the development and importance of geographical indications in Western Balkan countries (Serbia, Albania, Montenegro, North Macedonia, Bosnia and Herzegovina). The analysis for North Macedonia is concentrated on the Law on the quality of agriculture products.

It is evident that there is a huge space for research into the field of geographical indications such as special industrial property rights, taking into consideration the fact that there are sectoral law regimes for agriculture products and wines.

2. National legal framework

Geographical names in Macedonian law are protected with Appellations of Origin (AOs) and Geographical Indications (GIs). Appellations of Origin and Geographical Indications are regulated in the Law on Industry property of the Republic of North Macedonia, adopted in 2009. In 2011 the Rulebook for the protection of Ap-

pellations of Origin and Geographical indications was adopted by the Director of the State office of Industrial property. The purpose of this act was to prescribe in detail all the formal aspects of the protection procedure, the form and contents of the application for the protection of the geographical name, elaborate such as necessary part of the application, the competent institutions that issued the elaborates, the form of the Register of protected rights, etc.

In 2010 the Law on the quality of agriculture products was adopted, which is *lex specialis* when Appellations of Origin and Geographical Indications are registered for agricultural products. In that direction in 2012 a special Rulebook was adopted on the form, content, size and use of the signs and symbols “Protected Appellations of origin”, “Protected geographical indication” and “Mark of guaranteed traditional specialty”. This Rulebook is harmonized with Commission Regulation (EC) No 1216/2007 of 18 October 2007 laying down detailed rules for the implementation of Council Regulation (EC) No 509/2006 on agricultural products and foodstuffs as traditional specialties guaranteed, Commission Regulation (EC) No 1898/2006 of 14 December 2006 laying down detailed rules of implementation of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs and Commission Regulation (EC) No 628/2008 of 2 July 2008 amending Regulation (EC) No 1898/2006 laying down detailed rules of implementation of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs CELEX no. 32008R0628.

Macedonian legislator follows sectoral legislation when special kinds of wins are registered as Appellations of Origin (AOs) and Geographical Indications (GIs). Law on wine adopted in 2024 is compliant with the Commission Delegated Regulation (EU) 2019/33 of 17 October 2018 supplementing Regulation (EU) No 1308/2013 of the European Parliament and

⁵ Srbinovska, S., Corsinovi, P., Ilic, B., Pavloska Gjorgjieska, D., Mohr, B., Djimrevska, I., FOOD quality policy: schemes of geographical indications and traditional specialties in South East Europe, Skopje: Standing working group for regional rural development (SWG), 2020.

⁶ Malorgio, G., CamanziL., Grazia, C. Effectiveness of Appellations of Origin on international wine market, 2007.

of the Council as regards applications for protection of designations of origin, geographical indications and traditional terms in the wine sector, the objection procedure, restrictions of use, amendments to product specifications, cancellation of protection, and labeling and presentation CELEX no. 32019R0033) and Commission Implementing Regulation (EU) 2019/34 of 17 October 2018 laying down rules for the application of Regulation (EU) No 1308/2013 CELEX бр. 32019R0034. Should also stress that is evident certain particularities concerning the civil procedural protection of geographical names regulated by sectoral legislation and rulebooks in the Republic of North Macedonia.

The problem of particularism of sectoral legislation, (non)functionality and (in)applicability, when deciding to register a geographical indication covered by Macedonian sectoral legislation remains.⁷ According to all of these three laws, the procedure of AOs or GIs registration may be conducted in front of two different authorities: State office of industrial property (according to the Law on industrial property) or Ministry of agriculture, forestry and water economy (according to the Law on the quality of agricultural products and Law on wine).

As a strategy measure in the Draft National strategy for intellectual property for 2022-2026, it was proposed to adopt a new Law on appellation of origin and geographical indications, and a new Rulebook in manner to modernize national legislative and to be harmonized with EU legislation and international legal framework (bul, 2021).

Very important step for improvement of the international protection of geographical names in the Republic of Macedonia was made in 2010, when the Republic of Macedonia signed the Lisbon Agreement for the protection of Appellations of Origin and their international registration. The Lisbon agreement for the Protection of Appellations of Origin and their International Registration in the first version was signed in 1958. The agreement was revised in Stockholm

on July 14, 1967, and amended on September 28, 1979. The last revision of the Lisbon agreement was made with the Geneva act in 2015. The agreement and the act established a single system called the Lisbon System where may be protected appellation of origin and geographical indication through one procedure. According to the official statistics 44 countries are members of this system, including the Republic of North Macedonia. Very important benefit of the Lisbon system is that interested parties through a single registration procedure in front of the World intellectual property organization may obtain registration of Appellations of Origin or geographical indicators at the same time in all countries members of the Lisbon system with only one fee. The fee for international registration amounts to 1.000 Swiss francs. The benefits of the Lisbon system may be used only by legal or natural persons that are entitled to use Appellations of Origin or Geographical indications that originate from some of the contracting parties of the agreement.⁸ According to the Lisbon agreement the only recognized and important relation is the place of origin of registered Appellations of Origin or Geographical Indications. Another important prerequisite is the Appellations of Origin or Geographical Indications that are applied to be registered according to this agreement is to be already protected in the contracting party where the product originates, no matter if the protection was made with judicial decision, legislative or other form of administrative act. For the protected Appellations of Origin or Geographical Indications WIPO publishes a Bulletin on yearly basis where the names of all the registered Appellations of Origin or Geographical Indications are publicly available.

3. Notion for Appellations of Origin and Geographical Indications

Paris Convention for the Protection of Industrial Property of March 20, 1883, when enumerating the objects of protection of industrial property rights in article 1 paragraph (2) use the terms “indications of source” or “appellations

⁷ Buchkovski, V., Naumovski, G., Gavrilovic N., Vuchen, F. Geographical indications protection in the Republic of Macedonia with reference to wines. Collection of Papers of the Fifth National Seminar with International Participation 26th April 2017, University of Library Studies and Information Technologies, University Youth Knowledge Academy. Sofia, 2017.

⁸ Reboul, Y., Polenak-Akimovska, M., Naumovski, G. Introduction to Trademarks and Geographical Indications, Faculty of Law Iustinianus Primus. Skopje, 2010, pp. 183.

of origin". During the Lisbon conference conducted in 1958 was emphasized that those two notions are not synonyms and that they must be distinguished (Boloş, 2011). The World intellectual property organization, when operating with the protection of these rights through the Lisbon System operates with the notions "Appellation of Origin" and "Geographical Indication".

Appellation of Origin is the geographical name of the country, region or place marking the product which originates from that region, the quality and characteristic of which are exclusively or mainly conditioned by the geographical environment, including the natural and human factor, and the production, processing, and preparation of which are entirely carried out in the limited region of origin.

Geographical Indication is the geographical name of the country, region or place marking the product the quality, reputation, or other characteristic of which may be essentially attributed to its geographical origin. The geographical indication of a product may be protected only if the production and/or processing and/or preparation for production are carried out in the place of origin. The geographical name which does not comply with the requirements for protection with appellation of origin may be protected as geographical indication.

According to the art. 232 of Law on industrial property: "an appellation of origin or geographical indication cannot be granted for protection of name of the place of origin of a the product which: 1. does not meet the requirements under this Law, 2. is against law or morality; 3. with its contents may be misleading as to the kind, origin, quality, manner of production or other characteristics of the product; 4. is identical to the name of a plant variety or animal race, in case in which it may be misleading as to the geographical origin of the product; 5. is identical or similar to a geographical name or trademark previously reg-

istered for identical or similar products, when it may be misleading to the average consumer".

Geographical names in the Republic of North Macedonia may be used for natural, agricultural, industrial, handcraft and home-made products.⁹ Food most often represents the area from which it originates and where it is produced, and thus over time it becomes a symbol of a certain locality, reflecting the authenticity of the destination. Thus, the concept of appellation of origin and geographical indication is most often associated with foods.¹⁰

An origin-linked product can become the pivotal point of a specific-quality virtuous circle within a territorial approach, meaning that its promotion as a GI product can have positive effects that are reinforced over time, thus allowing preservation of the agrifood system and related social networks, which in turn contributes to economic, sociocultural and environmental sustainability.¹¹ In that way, the promotion of protected geographical names has a positive influence on the agricultural and food sector by encouraging its protection and reputation within the national economy.¹²

4. Procedure for the protection of the geographical names

Bearing in mind that the procedure for protection of AOs and GIs can be conducted according to two different laws, depending on the nature of the products whose geographical origin needs to be protected, in the next chapter we will continue with the analysis of the registration procedure according to the Law on industrial property, as more general law.

Procedure of protection of geographical name is a specific administrative procedure that contains two different phases. The first phase of establishing and protecting geographical name is an initial procedure and the second one is registering authorized users of the rights. The unique-

⁹ Naumovski, G. Geographical Indications in Macedonian Law WIPO. Geneva. Research Papers from the WIPO-WTO Colloquium for Teachers of Intellectual Property Law, 2010.

¹⁰ Kilibarda N., Mizdraković, V., Brdar, I. Koncept oznake geografskog porekla hrane u funkciji promocije kulturnog turizma. Book of proceedings, Singidunum University International Scientific Conference CULTURE, HERITAGE AND TOURISM DEVELOPMENT SITCON, 2018, pp. 229-235.

¹¹ Vandecandelaere E., Arfini, F., Belletti, G., & Marescotti, A. Linking people, places and products. Published by arrangement with the Food and Agriculture Organization of the United Nations by REDD, 2010.

¹² Radovanovic, N. Marketing prehrambenih proizvoda, Nacionalna i međunarodna zaštita poljoprivrednih i prehrambenih proizvoda putem oznaka geografskog porekla – slučaj Srbije, Dosije studio, 2014.

ness of the geographical names' protection as a specific collective industrial property right allows all the authorized users that produce the specific product in the specific geographical area to use the geographical name if they fulfill the specific quality requirements and if they are registered as users in the special Register. In this regard the act of establishing a designation of a geographical name, does not give the person who initiated the procedure a monopoly right to use that designation of geographical name.¹³

Appellations of Origin and Geographical Indications in Macedonian law can be protected in special administrative procedure.

The application for grant of protection of a geographical name and/or acquisition of the right to use a protected geographical name is initiated by filing an application containing a request for grant of geographical name and request for grant of the right to use a protected geographical name, accompanied by the other supplements provided for by this Law on Industry property.¹⁴

One application may refer to protection and grant of the right to use only one geographical name relating to only one type of product.

The application for the protection of the geographical name can be submitted by natural and legal persons who produce a certain product and forms of associations that can acquire rights and assume obligations in relation to protection, i.e. the right to use, and - state authority, unit of local self-government and chambers interested in the protection of geographical names in the area of their activity. When foreign persons submit the application, in addition to the request for protection of a geographical name, i.e. to the request for recognition of the right of use, they attach a copy of a public document or other legal act in the official language of the country of origin as proof that the geographical name is protected in that country, i.e. that the right of an authorized user is recognized, as well as a certified translation in the Macedonian language.

The application for protection of geographical name must contain a request for protection of the geographical name with indication that the re-

quested protection is by geographical indication or appellation of origin.

The application for protection of geographical name by appellation of origin, apart from the request for protection of geographical name, must also contain elaboration for the product which shall be marked with the geographical name.

The application for protection of geographical name by geographical indication, apart from the request for protection of geographical name, must also contain specification for the product which shall be marked with the geographical name.

If the application does not contain all the necessary evidence, the Office calls the submitter of the application within 30 days from the day of receipt of the call to remove the established deficiencies. At the reasoned request of the applicant, the deadline may be extended for a maximum of 30 more days. If the applicant does not correct or fulfill the application within the specified period or does not pay the costs that he is obliged to pay, the Office will reject the application for the protection of the geographical name, i.e. the application for recognition of the right to use the protected geographical name.

If the Office determines that the application does not meet the conditions for the protection of the geographical name, i.e. to recognize the right of an authorized user of the protected geographical name, will notify the applicant in writing of the reasons for which he cannot protect the geographical name, i.e. to recognize the right of an authorized user and will call the applicant to state the reasons within 90 days from the day of receipt of the notice. Upon a reasoned request from the applicant, it can, from justified reasons, the deadline should be extended for a maximum of 90 days. If the applicant does not make a statement within the stipulated period or if it is declared, and the Macedonian state industrial property Office determines that the geographical name cannot be protected/recognized the application will be refused with a decision.

If the application for the protection of the geographical name meets the conditions provid-

¹³ Čeranić, J. ZAŠTITA OZNAKA GEOGRAFSKOG POREKLA. Usklađivanje prava Republike Srbije sa pravnim tekovinama EU : prioriteti, problemi, perspektive. Institut za uporedno pravo, Beograd, 2012, pp. 55-74.

¹⁴ Lekić, B. Current issues in the field of intellectual property rights protection, Skopje, 2012.

ed by law, the Macedonian state industrial property Office will decide for the protection of the geographical name and record it in the Register of protected geographical names. All protected geographical names are published in the official newsletter issued by the Office on monthly basis,

The Office shall issue to the authorized user of the protected geographical name a certificate for the recognized right of authorized user within 6 months from the date of issuing of the decision.

The term of protection of geographical names is unlimited. The right to use protected geographical names shall last for 5 years and may be renewed an infinite number of times. The right-owner shall file an application for renewal of the right before the expiration of the five-year period.

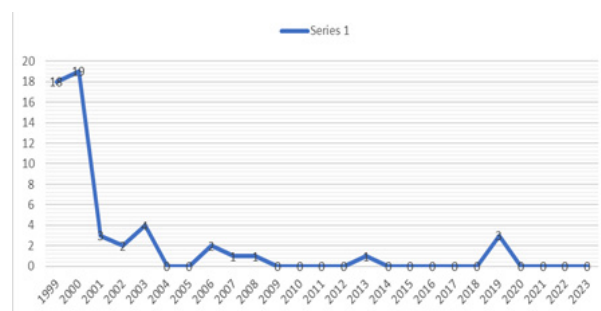
5. Registration of Appellations of Origin and Geographical Indications

Over 6000 products registered under Appellations of Origin or Geographical Indications originate from the European Union member countries, led by Italy, afterward France, Spain, Portugal, and Greece. The great part of these products are agricultural and food products such as meat, cheese, cereals, fruits, vegetables, and oils.¹⁵ The latest statistics issued by WIPO in 2024 in terms of regional distribution, shows that Europe had the most GIs in force, amounting to 52.5%, followed by Asia (39.5%), Oceania (3.6%), Northern America (2.8%), Latin America and the Caribbean (1.6%) and Africa (0.2%).¹⁶ As a comparison, the number of protected geographical indications in Greece in 2017 was 267.¹⁷ According to the State register of geographical indications in Bulgaria, the current number of registered products is 297.¹⁸

Appellations of Origin and Geographical Indications in Macedonian law are registered in the official Macedonian register. Macedonian state industrial property office keeps registers of

applications, registers of recognized industrial property rights and registers of representatives in the field of industrial property. Macedonian state industrial property office publishes the names of all Geographical indicators that are recognized in the Bulletins that are published monthly. These Bulletins are publicly available, and any interested legal or natural person has the right to access them. Unfortunately, the Register in systemized form is not available on the official web site of the Macedonian state industrial property office. For the purposes of the research, the authors submitted a Request for free access to public information about the number of registered geographical names in the Republic of North Macedonia.

According to the answer of the Macedonian state industrial property office, the statistics shows that 56 appellations of origin and geographical indicators (1 is annulated) are registered in the official Macedonian register.



Graph 1: Number of registered geographical names in the Republic of North Macedonia (1999 – 2023), according to the Law on industrial property

Source: State office of industrial property

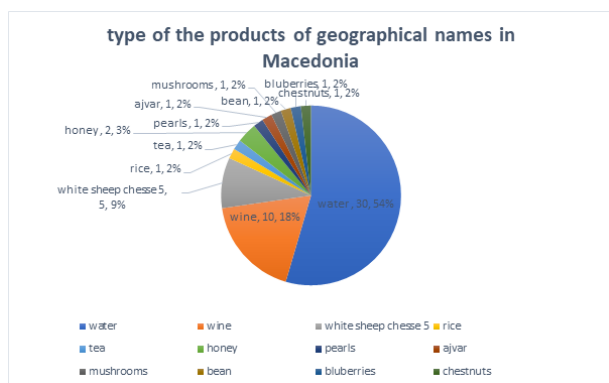
The statistics unfortunately show that the number of registered geographical names decreased in the last 5 years. Apparently, in the period of the last 15 years (2009-2023) only in 2013 and 2019 have been registered 1 and 3 geographical names, respectively.

¹⁵ Giovannucci, D., Josling, T., William, K. A., O'Connor, B., & Yeung, M. T, Guide to Geographical Indications – Linking Products and Their Origins. Geneva: International Trade Centre, 2009.

¹⁶ World Intellectual Property Organization (WIPO) (2024). World Intellectual Property Indicators 2024. Geneva: WIPO. DOI: 10.34667/tind.50133, pg.162.

¹⁷ European Commission: Directorate-General for Agriculture and Rural Development, *Study on economic value of EU quality schemes, geographical indications (GIs) and traditional specialties guaranteed (TSGs) – Final report*, Publications Office, 2021, <https://data.europa.eu/doi/10.2762/396490>

¹⁸ bpo_online - portal.bpo.bg accessed on 13.1.2025.



Graph 2: Type of products of registered geographical names in the Republic of North Macedonia, according to the Law on industrial property

Source: State office of industrial property

Graph 2 shows that the most registered geographical names according to the Law on industrial property are waters-30,54%, followed by wine with 10,18% and white sheep cheese with 5.9%.

The Registry of AOs and GIs published by the Ministry of agriculture, forestry and water economy, shows that three geographical indications have been registered in the Republic of North Macedonia according to Law on the quality of agriculture products. The first one: Ohrid's cherry has been registered in 2017, the second one: Prespa's apple has been registered in 2022 and the third one: Macedonian lamb from Ovce-polska pramenka has been registered in 2023.¹⁹

According to the Lisbon Database the following 5 Macedonian products are registered in the Lisbon system: Macedonian ajvar, Krivopalanka's honey, Disan, Kocani's rice, Ohrid's pearls. Macedonian ajvar and Krivopalanka's honey were registered on 23 October 2010, Disan on 23 November 2010, Kocani's rice on 1 December 2010 and Ohrid's pearls on 31 March 2015.

All the above-mentioned Registers unfortunately show that there is an evident decrease trend in registering appellation of origin or geographical indications from the Republic of North Macedonia in the last few years.

Conclusion

In economic terms, geographical names clearly enable the differentiation of the products

on the market, due to their attractiveness and quality. This practically provides a certain "exterritoriality" in terms of promotion on the wider market. Therefore, geographical names create an added value because consumers are ready to pay a higher price due to the connection of the production to a particular geographical area. Geographical names also contribute to the preservation of biodiversity, local skills and natural resources and positively influence tourism.

The Republic of North Macedonia is mainly an agricultural country with specific geographical location and climate. On the grounds our country produces a significant number of products whose quality or characteristics highly depend on the geographical environment, including natural and human factors, and which has given them a good reputation. It is obvious that appellation of origin and geographical indications are not so common and well known among possible users of these rights in Macedonia. Macedonia as an agricultural country, with a rich tradition in handmade production and craft, has great potential for further development.

There are a few obstacles that must be overcome for further development and application of geographical names. In this manner because of our research the following recommendation should be followed. First, in legal terms, it can be generally concluded that Macedonian legislation follows the EU system. Macedonian legislation has a general regime for protection and few sectoral regimes. But it is necessary further clarification and elaboration of applicable rules, at least in procedural terms. The procedures for registration and demarcation of competences of the Ministry of agriculture, forestry and water economy and State Office of Industrial Property should be more precise and clarified.

Second, it is very important for all legal or natural persons that produce some of these products to obtain an ordinary and basic knowledge about the meaning of the Appellations of Origin and Geographical Indications. It is very important to promote the procedure of registering these products, the rights of the holder of protected rights. Core role of protection and marketing campaign of Macedonian products must be undertaken by Macedonian authorities. The

¹⁹ Available on [Registar-na-geografski-oznaki.pdf](#) ([mzsv.gov.mk](#)), accessed on 1.16.2025. The Registry for registered AOs or GIs for wines is not available on the webpage.

potential for growing Macedonian tourism also lay on clever and precise strategies that should be conducted by state authorities. Undoubtedly the number of promoted registered Appellations of Origin and Geographical Indications worldwide will increase tourism and will affect the development of the national economy.

It could be noted that geographical names could play a significant role in Macedonian economy, especially in the food and wine industry. Hence, it is necessary to work on the stimulation in terms of protection of geographical name. Permanent education and continuous support to relevant entities, business communities and other factors is an important tool in the set of measures not only as a form of awareness raising but also as a mode to acquire knowledge that would be disseminated to every individual producer. Only by following the course of these recommendations should bring benefit to all considered stakeholders.

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