



The Potential Geographical Indications in Pakistan

Omar Abdullah	Flight Lieutenant, Assistant Judge Advocate General, Pakistan.
Sobia Bashir	Assistant Professor, Law College, University of Peshawar, KP, Pakistan.
Rafia Naz Ali	Department of Shariah and Law, Islamia College, University Peshawar, KP, Pakistan.

Vol. 3, No. 1 (Winter 2023)

Pages: 335 – 346

ISSN (Print): 2789–441X

ISSN (Online): 2789–4428

Key Words

Geographical Indications, Intellectual Property, Pakistan, Geographical Indications Registration and Protection Act 2020, Intellectual Property Organisation Pakistan

Corresponding Author:

Omar Abdullah

Email: omarabdullah2010@hotmail.co.uk

Abstract: Geographical Indications (GI) are signs or tags that are used on agricultural, manufactured and natural goods in order to distinguish and protect them. The protection of such GI's gives owners and cultivators due recognition in the world, and the buyers become aware of the original product belonging to a specific area. Pakistan enacted its GI law in 2020, and despite great potential, there have still been a very minute number of GI registrations. Pakistan is a diverse country rich in culture, values, and identities. There are numerous potential Geographical indications that have not been registered in the country due to various impediments in the processes of its registration. In order to register Geographical Indications in Pakistan, there are several barriers that must be overcome, including lack of knowledge, lack of technology, lack of a connection between IP tribunals and the business community, a dearth of subject-matter specialists, etc. Pakistani gemstones, fruits, delicacies, footwear, sports products, cutlery, sweets, traditional outfits and headgear are thought to be registered as strong GI's in the nation. These potential Geographical Indications, if registered, could earn a great amount of money for the national exchequer and improve the dilapidated financial condition of the country.

Introduction

The concept of Geographical Indications (GIs) emerged in the earlier days of 1994 (Belmin, Casabianca, & Meynardb, 2018) when GIs got worldwide affirmation as a specific kind of safeguarded advancement with the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) (Sunner, 2021). The most basic, and certainly the fundamental sort of GIs involved a word, an articulation or a picture which used to show the geological beginning of an incredible item (Stuart, 2016). As early as the Middle Ages, implied society marks were used to show the geological area of things, for instance, Murano glass from the Island of Murano close to Venice (Italy) (Sabatino & Mastrantoni, 2022).

Geographical Indications in Pakistan

Pakistan is an agriculturist country; it has been striving into the position of being developed since its foundation; however, its geographical structure has a unique identity (Ali & Imran, 2020). Every part of the country is notified by some product or service, which indicates the geography of that city or town. According to a study, there are various GIs in every province of Pakistan (Pourmoradian, Vandshoari, Omarzadeh, & Sharifi, 2021). Pakistan is a country rich in diversity, culture, values and identities. There are various GIS which have not been notified in the geographical indications of Pakistan; however, due to the various

impediments in the processes included in the registration of that GIs (Dokuzlu, 2016[Dokuzlu](#)). It has been clearly identified that people step back as the formalities include getting the GIs register, making it so hectic for them people (Shammas & Escobar, [2019](#)).

A study concluded in investigating the factors of geographic indicators which are already registered, the respondents of the research study stated that they took too much time in getting the GIs registered; there were so many formalities included, including the verification process, form filing, signatories and other time to the authorization was quite a time taking (Török, Jantyk, & Maró, [2020](#)). Further, in recommendations, it has been said that an easy process of registration should be introduced (Ariestyani & Utami, [2022](#)). Pakistan can become a better geographical state if all its assets are being catered to with worth and value. GIs are the most important factors that can help in making public policy tools in order to maintain the livelihood of the farmers and to develop the economy of the country (Donohue & Biggs, [2015](#)). However, it has the potential to increase rural incomes and establish long-term-based rural development dynamics (Hoang & Nguyen, 2020). The country can make a huge contribution from earning from their geographical indications; however, the study states that it also helps to enhance the exports of the country and to rebuild the economy in a manner which could open the doors of exports to the companies so that more production and manufacturing of the goods specifically the registered GIs can be done (Benhong & Huang, [2019](#)).

Currently, it has been observed that the GIs are being registered in the collective markets of the country under the Geographical Indications (Registration and [Protection](#)) Act 2020, as many of the regions are rich in culture and traditions (Planey, Wong, & Planey, 2022). There are more GIs in the sector of agriculture and manufacturing sectors of the country. The valuable trade of the GIs of Pakistan amounts to

billions of dollars, and the current exports reported were around 2 billion annually (Cheong & Kwak, [2017](#)). As according to a study, Pakistan exports a million dollars of Mangos and Kinows. In addition to it, Pakistan is rich in industries like manufacturing medical equipment and sports gadgets etc. The textile industry of the country is also rich as the denims are being manufactured and then exported to western countries (Crini, Lichtfouse, & Chanet, [2020](#)).

From an agricultural perspective, rice is the most important commodity, and also the GIs are also an important staple food of the country, just after wheat (Khushi & Ahmad, [2020](#)). It is the source of income for most farmers and the livelihood of thousands of families. Rice is the third largest crop in terms of village agriculture farming. Hence it is the most important factor which could be the major source of GDP growth of the country (Khan, Gao, Abid, & Shah, [2021](#)). It is the source to notify the rural areas of the country and promote the GIs in a manner which could work for economic development (Venier & Yabar, [2017](#)). Despite having hundreds of potential GIs, only a few have been registered.

Pakistan's civilization is the notion of the country to become the source of awareness with respect to giving proper identities to their GIs and making them visible all around the world (Asif, Ali, Begniga, Guoqing, Yang, & Hashim, [2021](#)). Comparatively, Pakistan did not have a specialized GI law. Historically, the registration of GIs was quite non-existent (Belmin, Casabianca, & Meynardb, [2018](#)). According to the reports, Pakistan took a lot of time to get the GIs registered globally (Münzel, Plötz, & Sprei, [2019](#)). It has been shown that a huge span of time is delayed in getting and considering the GIs to be registered. Hence, as a result, Pakistan has already lost economic gain just by only delaying the registration of GIs (Ning, [2018](#)).

There are various benefits of the GIs registration; the benefits are short-term and long-term; however, in the short term, the

industries or the companies will manufacture more, and increased exports chances will be there, whereas, in the long term perspective it will boost the economy, development sectors of the country will increase, national and international identity will be given to Pakistan's GIs and also the promotion and marketing of the GIs will be increased in the domestic as well as in the abroad market of Pakistan (Arize, [2017](#)). The doors of bilateral trade with the same GIs holding countries will be sorted in order to protect and register the registration of homonymous marks between the countries. The impediments can be set, and the policies could be created in order to make ease for the people who owe the GIs and are willing to take part in the international Market of the country (Belmin, Casabianca, & Meynardb, [2018](#)). Pakistan is losing its international market as the other countries with the same GIs holdings are taking the maximum benefit from it. Pakistan did not have a separate law for the protection of GIs until 2020 (Peter, [2013](#)). The trademark system of protection, which is prevalent in Pakistan, is indifferent to the terrier factor. By lacking such a department, Pakistan is compromising with the GIs, and just because of it, the damages are being faced by the country in terms of losing worth and quality time (Praniasari, [2018](#)).

In order to get the impediments removed from the registration of the GIs in Pakistan, it is essential for the people to have a complete awareness of the whole process; its verifications, submissions, forms etc., should be known and identified by the national and international governments (Sáa, Rocha, & et, al., [2016](#)). According to a study, the importance of GIs in Pakistan must be seen in the broader context of protecting and introducing better outcomes for the registration of GIs (Micara, [2016](#)). however, in order to confirm that the world's oldest civilization is itself a symbol of knowing the worth of a GI, look at the Indus civilization of Pakistan (Planey, Wong, & Planey, [2022](#)). Pakistan cannot protect the GIs of its country

until it provides for their protection at home first, which is a basic rule for the protection of Geographical Indications. According to Article 29 of the TRIPS Agreement, a country is not obliged to register a GI which is not protected in its country of origin (Stessensa & Canters, [2020](#)). This will definitely usher in economic development and increase Pakistan's exports if protected by the origin respectively. Besides the preservation of the culture and norms, this can also be an important tool to reduce poverty in different regions and can make a better production in that region, and as a result, that very region will get worth and importance. Moreover, it will also increase employment opportunities and ultimately, poverty will be reduced (Raju & Tiwari, [2015](#)).

Geographical Indications and their Protection in International Law

The World Trade Organization (WTO) has given much importance to getting the GIs registered and protected in the light of the law. GIs have also assumed greater importance with their inclusion in the agreement of Trade-Related Aspects of Intellectual Property (TRIPS) (Demetriou, [2021](#)). For centuries, the GIs have been notified of their Intellectual Property rights. In the national and international framework, it is a legal sort way of getting the GIs registered under the TRIPS agreement. This practice was organised in 1883 by the Paris Convention and then was later refined in 1958.

Article 22.1 of the TRIPS Agreement defines GIs as indications which identify a good as originating in the territory of a member, or a region or locality in the territory of a member, or a region or in locality where a given quantity, reputation or the other characterises of the good is essentially attributable to its geographical origin.

The TRIPS Agreement is flexible in protecting GIs by member nations of the WTO because it does not establish a specific legal mechanism for

their protection. Instead, it leaves it up to the pertinent nations to include GI protection in their national legal frameworks. The protection of GIs is practised in many ways around the globe (Asif, Ali, Begniga, Guoqing, Yang, & Hashim, 2021). Sui generis legislation, collective marks, certification marks, unfair competition, and passing off are a few of them. Most nations have sui generis laws or trademark laws to protect their GIs, and these have resulted in varied levels of protection (Benhong & Huang, 2019). While newer nations prefer to protect GIs inside trademark regulation, older economies typically provide additional protection for GIs through distinct legislation (Raju & Tiwari, 2015). Due to this, "countries in Europe and the former Soviet Union tend to have a larger interest in protecting Geographical Indications than other nations with more recently developed economies, such as the United States" (United Nations, 2008). With the use of certification marks and collective markings, the trademark registration procedure safeguards GIs (Khushi & Ahmad, 2020). In contrast, GIs are primarily protected by terroir logic in a sui generis system (Ali & Imran, 2020). GIs are now considered a crucial instrument for reducing poverty and developing rural economies (Kizos, Kohsaka, Penker, Piatti, & Vogl, 2017).

Geographical Indications Management and Local Brand Development

The legal procedures needed to secure the right to use a Geographical Indication are the first step in managing a Geographical Indication, which can be surprisingly complicated (Arize, 2017). The acceptance of this type of defensive market strategy necessitates the adoption of several subsequent stages in order to ensure the effectiveness of the protection both locally and internationally after a GI has been recognised as Intellectual Property (IP) as a result of the Paris Convention in the 19th century (1883). These processes entail defining the qualities of the product, assembling a group of manufacturers, establishing quality standards, creating the right

to use the indication, creating control plans, formulating marketing campaigns, and securing protection under the law (WIPO, 2017). Obtaining legal protection from the local government is the first step that needs to be accomplished (region, municipality, country). The two most popular methods for doing so are:

- a) Collective marks and/or certification marks adopted in Australia, China, and the USA under the guidance of trademark laws.
- b) Sui generis a unique and particular form of protection practised by EU nations.

Following the establishment of local protection, the following options can be used to submit for international protection with the assistance of the World Intellectual Property Organization (WIPO):

1. Getting protection directly from the relevant country
2. Through the Lisbon Agreement for the Protection of Appellations of Origin and International Registration,
3. The Madrid System for the International Registration of Marks is the first three option.
4. Through bilateral pacts between nations and business partners. Geographical indication concerns not just enforcement but also traceability and protection (Barjolle et al., 2017, Gangjee, 2017).

GI is closely tied to brand management (WIPO, 2017) but not to the routine business operations that brand managers oversee in businesses and corporations. It is the administration of a location's (locality's) brand, a collective kind of intellectual property (Neilson et al., 2018), and a social process involving several parties, including manufacturers, distributors, customers, entrepreneurs, businesses, governments, researchers, and academics. As a communal effort, there is no obvious authority that renders the function of local leadership essential. When researching the Vinhedo valley in Southern Brazil, Azevedo et al. (2018) found that the organization Aprovele (Sophisticated Wine

Association of Producers from Vinhedo Valley) made a significant contribution to maintaining the regional collective brand of the wine cluster (Arize, 2017).

Donner et al. (2016) lay emphasis on the role of institutes in brand building and describe branding as a communal process that fosters collaboration rather than competition amongst areas. A region's branding is an elaborate idea (Clifton, 2014). Park et al. (1986) proposed a classification of brands that included the following dimensions: experiential, metaphorical, and functional (resolving external demands) (supplying sensory stimulation). The construct's multifaceted nature highlights the need for a rising alliance between Geographical Indication, place branding, and tourism (Benhong & Huang, 2019). According to research on the wine and spirits industry, wineries are being used as platforms by manufacturers to share information about the wine's intangible qualities, the history of its winemaking generations, corporate beliefs, and other topics. The winery was constructed in accordance with the experiential, symbolic, social, and emotional values related to the item and the location. The wine tourists, a group of tourists for whom the wine is the main attraction of a location, are mentioned by Atkins et al. (2017).

The importance of "enotourism" (wine tourism), according to Azevedo et al. (2018), was also emphasized for the creation of a wine-clustered brand in the Vinhedo valley (Rio Grande do Sul, Brazil). The Geographical Indication is, therefore, a challenge to the participating actors in terms of developing and managing a collective place brand, despite the fact that it includes a complex legal procedure (locally and globally) designed largely to protect producers, especially in rural regions (Noordwijk, 2019). According to studies, geographical indications are not taken into account with the same seriousness and may lead to disputes between nations, particularly when trade agreements between nations and economic blocs are being negotiated (Ali &

Imran, 2020). The fundamental cause of these possible disputes is that some nations protect their manufacturers by using Trademarks rather than Geographical Indications. Therefore, since not all nations view both instruments in the same manner, there appears to be a potential conflict owing to the overlapping use of trademarks and Geographical Indications (Rambe & Moeti, 2017).

A Trademark can be a name, symbol, or other distinctive feature of a company or brand that further distinguishes its products or services from those of competitors. A technology firm is still a technology company, but it may be clearly identified depending on the maker's trademark. For example, the registered Trademarks of specific technology corporations are Microsoft and Apple.

1. Geographical Indication Protection is given to a group of producers who are members of a certain place where the good was first produced, whereas a Trademark Registration is often submitted by a single corporate or person.
2. While all manufacturers or makers in the same locale or territory are allowed to use the same GI, only one person, business entity, or manufacturer may use a registered Trademark.
3. A Trademark may take the form of a word, letter, number (or numbers), hologram, sound, fragrance, acronym, name, or equipment. However, GIs are limited to just being names or symbols that identify a certain area or location.
4. A Trademark is a product of human ingenuity or invention, which further contributes to its distinction or originality. A Trademark may be unique, random, or provocative. On the other hand, GIs classify the products according to their country of origin. The composition of the GIs is influenced by a variety of factors, including climate, terrain, and human activity (in a particular place).

Dissemination of Ensured Geographical Indications Worldwide by Nation and by Item Class

The European Union has the highest number of protected GIs compared to any other region of the world (Belmin, Casabianca, & Meynardb, 2018). While the majority of these are for wines and spirits, an expanding number are being enlisted for nourishment and agricultural products (Ning, 2018). Some of the items, along with their specific region and item class, are as under:

1. European Union: As stated above that the EU has the highest number of registered GIs that is amounting to be around more than 6000, consisting mainly of some 5200 wines and spirits, while around 820 related to food and agricultural products.
2. United States: In the US, there are around 910 registered GIs, mainly consisting of some 730 wines, 100 spirits and 80 different food items.
3. Switzerland: There are around 700 registered GIs in Switzerland, making it the 3rd country on this list. They are further divided into around 670 wines/spirits and 30 food and other items.
4. New Zealand: The land of Kiwis has around 600 different registered GIs.
5. Australia: The land of Kangaroos has more than 430 different registered GIs.

In view of the diverse techniques for enlistment and the absence of a focal library, it is hard to evaluate precisely the genuine number of GIs in numerous nations. While numerous GIs are promoted internationally, the biggest markets are the European Union and the US (Muça, Pomianek, & Peneva, 2022).

Pakistan has got a huge potential to register its GI's around the globe. Sattar (2011) writes that the economy of the land of pure depends on strong agribusiness, which means around 23% percent of its GDP (Ludvig, Tahvanainen, & Dickson, 2016). The agribusiness division uses around 45% of the country's working power, and

around 41% of the stock passage of Pakistan is earned through this part. Agribusiness has a basic prompt and meandering part in making money-related improvements (Praniasari, 2018^{[Praniasari](#)}).

Starting now, GIs may simply be enrolled in Pakistan as total engravings or assertion stamps under the Geographical Indication (Registration and Protection) Act, 2020. As Pakistan's area is wealthy in culture, likewise, there are different GIs in both the cultivation and the amassing/producing division. The most outstanding farming results of Pakistan are Kino (oranges), Basmati Chawal (Rice) and Sindhri Aam (Mangoes). The noteworthy fare of GIs of Pakistan signifies billions of dollars. Rice exchanges alone produce around 2 billion dollars yearly. Moreover, Himalayan Salt is also one of its kind in the globe (Sabatino & Mastrantoni, ^{[2022](#)}).

Till 2020, Pakistan did not have any specialized laws/rules on GIs like India or Bangladesh. After great efforts by the Intellectual Property Organisation of Pakistan, we finally got our own law on it. Pakistan couldn't register for its GIs abroad until and unless it had secured its GIs home first because it is the mandatory step in the GI law that a GI can't be registered in the world until the country that originates that specific thing registers it first. Following are some of the main reasons for the long-time absence of a specialized GI law in the Islamic Republic of Pakistan:

Lack of Knowledge about the GI Law and its Importance: In a country like ours, technology rolled up at a very later stage. People didn't have knowledge about Geographical Indication and its usefulness. It wouldn't be wrong to say that even in today's world of competition, the majority of our countrymen would still be unaware of it. Meaning, thereby, it never remained our priority.

Lack of Interest of our National Leaders and Concerned Authorities: As the title suggests, itself states that GI was never a priority for our

national leaders as they were unaware of its importance for our country. It is one of the main reasons for the long-time absence and knowledge of this GI law.

Lack of Technology: Lack of technology was yet another major obstacle in our country. Technology is a must for spreading awareness among the common masses and also helps in achieving desired goals.

Lack of a Bridge between the IP Tribunals and Industry: IPO was established in 2005 and remained unsuccessful in spreading knowledge about Geographical Indications. Due to a lack of knowledge, the distance between IP tribunals and industry remained unachievable.

The meagre amount of IP experts and Lawyers: To date, there is a meagre amount of people specialising in GI law. We have very few numbers of Lawyers who are adept in this field, and ironically, there is not a single institute that spreads awareness about GI law or offers specialization in the same subject.

Earlier this year, Pakistan finally enacted the Geographical Indication Act of 2020 and later on notified the Geographical Indication Rules to strengthen its case. The issue was highlighted by social media users as India was close to getting Basmati Rice and Himalayan Salt registered with its own GI tag. This Act will vanguard our country's products against the atrocities of other nations against our products. Following the sharp move by India, Pakistan gave it a befitting reply to fight its case in the European Union against the Indian false claims of nominating the said two products as its produce. The said GI Rules were pending in our country until the Indian side went to big markets such as European Union, which proved to be an impetus for the national government (Ning, 2018).

Meanwhile, on 26 January 2021, Pakistan finally managed to win a case against India in the European Union by exposing their false claims

that Basmati was an Indian GI (Sophie, 2015). The Executive Director of the IPO Pakistan shared this great news with fellow countrymen as Basmati Rice became the first-ever registered GI of Pakistan. Getting Basmati registered in Pakistan was rampant due to the tough competition from the other side of the Border (Planey, Wong, & Planey, 2022).

Besides the Basmati Rice, Himalayan Salt, which is extracted from the Suburbs of Khewra Salt Mines (the second largest mine in the world), was also a neglected product, and we were also losing millions of Dollars in its race. Ironically, we minded 800 million Pounds of Himalayan Salt in a year which was exported to India over some bucks, and India used to re-export the same to the giant European Union Markets by labelling it as their produce. It was in 2021 that the Federal Government put a blanket ban on the export of Himalayan salt across the Border (Ram, Björk, & Weidenfeld, 110–122). Stressing on the monetary values of the GI tags, Pakistan was exporting the salt to the Indian side at a price of 40 Dollars (a ton), whereas India, after processing the same, was selling it to Europe at a massive price of 300 Dollars (a ton). A social media campaign became an eye-opener for the concerned authorities to put a complete ban on the export of this valuable product of ours. Himalayan salt, after mining, is sent to processing industries, which further change its shapes and turn it into almost 200 various products such as natural salt lamps, geometrical shapes, animal salt licks, eating and cooking plates, wall tiles for decoration, hygienic eating salt etc. Due to the sheer spike in demand for Himalayan Salt across the globe, their prices have skyrocketed and are 20 times more costly than ordinary table salt. The demand is based on its believed health benefits, as it contains more minerals than ordinary table salt. According to a report of Business Insider Today, Pakistan is very rich in Himalayan salt as only 220 million tons have been excavated to date, while the remaining stores are more than 6.7 billion tons. The Himalayan salt came into the limelight, and the

Ministry of Commerce showed its interest in registering the GI of Himalayan salt as well. Moreover, in the first quarter of this year, Pakistan's export of Himalayan Salt to Japan reached a record high of 1,304 tons, indicating the importance of Pakistani products in the world. In a report by the Embassy of Japan, the salt is being sold at around 300 Rupees per 100g in the Land of Rising Sun (Japan).

Potential Geographical Indications in Pakistan

Following are some of the other potential GI's that are believed to be registered as strong GI's and would definitely play their part in improving the dilapidated condition of the national exchequer and help reduce inflation:

Pakistani Gemstones: Pakistan has an export potential of around 32 billion Dollars annually in the world of gemstones as sheer precious stones are extracted from far-flung areas of mountains and countryside. The most extensive deposits of the famous "Pakistani Blood Red Rubies" are found in Hunza and Swat especially. Besides the Rubies, our country is also rich in other gemstones like the precious Swat Emerald, Kashmir Tourmaline, Skardu Topaz, Peridot Stone, Aquamarine Fluorite etc. Aquamarine has its deposits in Chitral, Shigar, and Neelum Valley, whereas the deposits of Fluorite can be traced in areas of the Malakand Region such as Dir, Chitral and Koh e Suleman region. In a report by Pakistan Today, the Government of Italy has shown its great interest in establishing a training institute in Pakistan to promote Pakistani gemstones and spread awareness about the uncountable treasure to the general public. There are a plethora of other gemstones which are extracted from Pakistan and can prove to be potential GI tags for us.

Pakistani Mangoes: According to Daily Times, there are around 1595 types of Pakistani Mangoes known; however, only around 30 are being grown in the country due to their high demands.

Amongst many kinds of world-famous Pakistani Mangoes, Chaunsa has got its own fan base and is being loved across the globe. As per a report of Dawn News, Pakistan exported a record high 125,000 tons of Mangoes to the world in 2020. The target was set at around 80,000 tons; however, keeping in view the huge demand for Pakistani Mangoes, it performed far greater and fetched the country 72 million Dollars in a single year. It is worth mentioning here that the demand and fan base of our mangoes is increasing day by day, and every other country shows its interest in importing the same. Besides Chaunsa, Sindhri is also performing well in the export industry and has got its own separate fan base.

Kinnows: Among the other types of Oranges in Pakistan, Kinnow (citrus) is one of the most grown ones. The areas of Punjab, especially the Sargodha region, are known as the hub of Kinnows, and it not only plays a pivotal part in distributing Kinnow in the whole country but also helps in exporting the same. As per a report of the Express Tribune, in the year 2020, Pakistan managed to export a record-breaking 4,60,000 tons of Kinnows in one financial year, breaking all its former records. The high demand for our products is proof of their likeliness in the world markets.

Sohan Halwa: Sohan Halwa is famous in the whole country and is produced and eaten in masses. Places like Multan and Dera Ismail Khan are very popular due to the said delight.

Khalifa Nan Khatai: Nan Khatai (a type of cookie) is a locally made delight which has a unique sweet taste. Lahore's Khalifa bakery is the pioneer of this delicacy, and that's why it is commonly known as the Khalifa Nan Khatai in the country.

Khussay (Footwear): Khussay is very popular footwear not only in our country but the whole

subcontinent and even other countries as well. Khussay is usually worn by Punjabi Communities around the world and other communities living in rural areas. They hold great significance because of their unique style and lightweight.

Sialkot Sports Goods: Sialkot is also known as the backbone of Pakistan in terms of manufacturing sports goods and exporting 99% of the same in the world. As per the report of The News, Sialkot earns around 2.5 billion Dollars annually through exports of its sports goods.

Wazirabad's Cutler: Wazirabad is a place in Punjab and holds a great name for manufacturing its robust and unique cutlery things.

Swat's Trout Fish: The Switzerland of Pakistan, Swat is famous for its Trout fish. Recently, the Government also started an initiative to protect and increase the production of Trout fish. Foreigners and locals, everyone is a huge fan of the Swati Trout, found in cold waters.

Chappli Kabab/ Charsi Tikka: Khyber Pakhtunkhwa is the favourite province for food lovers. Among hundreds of unique eateries, Chappli Kabab and Charsi Tikka hold a significant apex slot.

Mardan's Pera (Sweet): The land of Mardan is very rich in preserving the old Pashtun traditions and is a pioneer of making Pera. Pera is a unique sweet which is liked by the masses and even exported due to high demand.

Shikarpur's Pickle: Sindh's Shikarpur holds a great name for producing a plethora of pickles that are different in taste and have unique presentations. These different types of pickles turn our taste buds to fall in love with them. According to Wikipedia, there are almost 12 huge factories in Shikarpur that are associated with the production of Achar at large. The Pickle is not only spread around the whole country but is also

exported to Middle East countries as well. This Pickle is undoubtedly one of the best potential GI for Pakistan.

Sindhi Biryani: Though the land of Sufis and mystics is famous for many things, Sindhi Biryani, also known as the Hyderabad Biryani, is on top of the mighty list. Biryani has taken the whole world by storm and is even liked and eaten by English-speaking people as well. Biryani is yet another strong potential GI for our country.

Sindhi Topi and Ajrak: As said earlier, the land of Sindh is extremely rich in preserving its culture. Sindhi Topi and Ajrak Shawl are made all across Sindh and are exported in bulk. There are many designs of it, and even it is said that every tribe in the Sindh and Baluchistan areas have their own distinguishing caps. The prices of Ajrak and Topi merely start from some bucks and then go as high as Millions. These traditional caps and shawls are presented to all the foreign guests of Pakistan and are equally lauded by them for their unique colours.

Dates of Khairpur: Varieties of Dates are produced, in bulk, in Khairpur District and are also exported to other countries. The majority of the local people are associated with the production of dates in the said city, as the weather is usually ideal for date production.

Balochi Sajji: The biggest province of Pakistan, Baluchistan is rich in traditional foods and other delicacies. Balochi Sajji and Roash are the epitomai of those traditional foods. One can find ample restaurants not only in Pakistan but in Europe and the Middle East as well, which use the name Balochi Sajji for their restaurants.

Balochi Embroidery (Pashak): Pashak is the name of suits worn by Baloch females having a special embroidery pattern. Pashak has many styles and designs and is liked by many women across the country and abroad.

Norozi / Chawwat: Norozi and Chawwat are the names of two different styles of Balochi footwear, which are on a boom these days. Many footwear brands have copied the style of Norozi and Chawwat and are making huge profits by selling the same. There are a number of Norozi Outlets now in Pakistan, and a lot of new designs and variations are coming up for the satisfaction of its buyers.

Kashmiri Shawl: The Paradise on earth is famous for many things besides its lush green beauty. Kashmiri shawl has become a brand now, and its unique embroidery is jaw-dropping among women.

Gilgit's Cap with a Feather: In recent times, our country has witnessed a great hike in demand for Gilgit Caps having colourful feathers on them. These unique caps are a surprise for everyone who sees them for the first time. It comes in many colours, and the feathers are also precious.

Conclusion

In a nutshell, Pakistan has been blessed with the enormous capability to register a plethora of its GI's which would ultimately result in improving the overall ramshackle financial condition of the people and country. The GI tags would earn a great name to the country and the tourism industry will usher.

References

- Ali, A., & Imran, M. (2020). The Evolution of National Spatial Data Infrastructure in Pakistan - Implementation Challenges and the Way Forward. *MDPI*, 114-118. <https://doi.org/10.31223/x51916>
- Ariestyani, K., & Utami, A. B. (2022). The heart beat of Toba: A Storynomics of super-priority tourism destination branding in the new normal era. *Tourism and Sustainable Development Review*, 3(1), 91-104. <https://doi.org/10.31098/tsdr.v3i1.65>
- Arize, A. C., Malindretos, J., & Igwe, E. U. (2017). Do exchange rate changes improve the trade balance: An asymmetric nonlinear cointegration approach. *International Review of Economics & Finance*, 49, 313-326. <https://doi.org/10.1016/j.iref.2017.02.007>
- Asif, M., Ali, M., M'Begniga, A., Guoqing, Z., Yang, L., & Hashim, M. (2021). China-Pakistan economic corridor: Analytical overview on socio-cultural romance between China and Pakistan. *Randwick International of Social Science Journal*, 2(4), 492-508. <https://doi.org/10.47175/rissj.v2i4.274>
- Belmin, R., Casabianca, F., & Meynard, J. (2018). Contribution of transition theory to the study of geographical indications. *Environmental Innovation and Societal Transitions*, 27, 32-47. <https://doi.org/10.1016/j.eist.2017.10.002>
- Benhong, P., & Huang, Q. (2019). The security of topographical signs helps in structure a decent reputation and prizes the makers with motivating forces. *MDPI*, 778-785.
- Cheong, J., Won Kwak, D., & Yuan, H. (2017). Trade to aid: EU's temporary tariff waivers for flood-hit Pakistan. *Journal of Development Economics*, 125, 70-88. <https://doi.org/10.1016/j.jdeveco.2016.10.005>
- Crini, G., Lichtfouse, E., Chanut, G., & Morin-Crini, N. (2020). Applications of hemp in textiles, paper industry, insulation and building materials, horticulture, animal nutrition, food and beverages, nutraceuticals, cosmetics and hygiene, medicine, agrochemistry, energy production and environment: A review. *Environmental Chemistry Letters*, 18(5), 1451-1476. <https://doi.org/10.1007/s10311-020-01029-2>
- Demetriou, D. (2018). Automating the land valuation process carried out in land consolidation schemes. *Land Use Policy*, 75, 21-32. <https://doi.org/10.1016/j.landusepol.2018.02.049>

- Dokuzlu, S. (2016). Geographical indications, implementation and traceability: Gemlik table olives. *British Food Journal*, 118(9), 2074–2085. <https://doi.org/10.1108/bfj-09-2015-0341>
- Donohue, C., & Biggs, E. (2015). Monitoring socio-environmental change for sustainable development: Developing a multidimensional livelihoods index (MLI). *Applied Geography*, 62, 391–403. <https://doi.org/10.1016/j.apgeog.2015.05.006>
- Hoang, G., & Nguyen, T. T. (2020). Geographical indications and quality promotion of agricultural products in Vietnam: An analysis of government roles. *Development in Practice*, 30(4), 513–522. <https://doi.org/10.1080/09614524.2020.1729344>
- Khan, N. A., Gao, Q., Abid, M., & Shah, A. A. (2020). Mapping farmers' vulnerability to climate change and its induced hazards: Evidence from the rice-growing zones of Punjab, Pakistan. *Environmental Science and Pollution Research*, 28(4), 4229–4244. <https://doi.org/10.1007/s11356-020-10758-4>
- Khushi, S., Ahmad, S. R., Ashraf, A., & Imran, M. (2020). Spatially analyzing food consumption inequalities using GIS with disaggregated data from Punjab, Pakistan. *Food Security*, 12(6), 1283–1298. <https://doi.org/10.1007/s12571-020-01057-4>
- Kizos, T., Kohsaka, R., Penker, M., Piatti, C., & Vogl, C. R. (2017). The governance of geographical indications: Experiences of practical implementation of selected case studies in Austria, Italy, Greece and Japan. *British Food Journal*, 56–62. <https://doi.org/10.1108/BFJ-01-2017-0037>
- Micara, A. G. (2016). The Geneva Act of the Lisbon agreement for the protection of appellations of origin and their international registration: An assessment of a controversial agreement. *IIC - International Review of Intellectual Property and Competition Law*, 47(6), 673–696. <https://doi.org/10.1007/s40319-016-0496-3>
- Münzel, C., Plötz, P., Sprei, F., & Gnann, T. (2019). How large is the effect of financial incentives on electric vehicle sales? – A global review and European analysis. *Energy Economics*, 84, 104493. <https://doi.org/10.1016/j.eneco.2019.104493>
- Ning, S. (2018). *The SAGE Handbook of Qualitative Business and Management Research Methods: History and Traditions*. Business and Management.
- Peter, K. (2013). The Objectives and Principles of the Trips Agreement. *The Regulation of Services and Intellectual Property*, 89–97. <https://doi.org/10.4324/9781315085463-7>
- Planey, A. M., Wong, S., Planey, D. A., & Ko, M. J. (2022). (Applied) geography, policy, & time: Whither health and medical geography? *Space and Polity*, 26(2), 115–127. <https://doi.org/10.1080/13562576.2022.2098649>
- Pourmoradian, S., Vandshoari, A., Omarzadeh, D., Sharifi, A., Sanobuar, N., & Samad Hosseini, S. (2021). An integrated approach to assess potential and sustainability of handmade carpet production in different areas of the east Azerbaijan province of Iran. *Sustainability*, 13(4), 2251. <https://doi.org/10.3390/su13042251>
- Praniasari, L. (2018). LEGAL ANALYSIS OF THE TRADEMARK REGISTRATION GAYO COFFEE MOUNTAIN AS A GEOGRAPHICAL INDICATION PRODUCTS IN INDONESIA. *Universitas Islam Indonesia*, 112–126.
- Raju, K. D., & Tiwari, S. (2015). The management of geographical indications: Post registration challenges and opportunities. *DECISION*, 42(3), 293–306. <https://doi.org/10.1007/s40622-015-0084-2>

- Sá, F., Rocha, Á., & Pérez Cota, M. (2016). From the quality of traditional services to the quality of local e-government online services: A literature review. *Government Information Quarterly*, 33(1), 149–160. <https://doi.org/10.1016/j.giq.2015.07.004>
- Sabatino, P., & Mastrantonio, C. (2022). Tradition and modernity / place and time The island of Murano: past–present–future. *RE.PUBLIC@POLIMI pubblicazioni di ricerca del Politecnico di Milano*, 52–63.
- Shammas, T., & Escobar, F. (2019). Comfort and Time-Based Walkability Index Design: A GIS-based proposal. *International Journal of Environmental Research and Public Health*, 16(16), 2850. <https://doi.org/10.3390/ijerph16162850>
- Stessens, P., Canters, F., Huysmans, M., & Khan, A. Z. (2020). Urban green space qualities: An integrated approach towards GIS-based assessment reflecting user perception. *Land Use Policy*, 91, 104319. <https://doi.org/10.1016/j.landusepol.2019.104319>
- Stuart, T. J. (2016). Making Time For Space At Çatalhöyük: GIS as a tool for exploring intra-site spatiotemporality within complex stratigraphic sequences. *White Rose logoWhite Rose eTheses Online*, 08–11.
- Sunner, L. (2021). How the European Union is expanding the protection levels afforded to Geographical Indications as part of its global trade policy. *Journal of Intellectual Property Law & Practice*, 341–347. <https://doi.org/10.1093/jiplp/jpab016>
- Török, Á., Jantýik, L., Maró, Z. M., & Moir, H. V. (2020). Understanding the real-world impact of geographical indications: A critical review of the empirical economic literature. *Sustainability*, 12(22), 9434. <https://doi.org/10.3390/su12229434>
- Van Noordwijk, M. (2019). Integrated natural resource management as pathway to poverty reduction: Innovating practices, institutions and policies. *Agricultural Systems*, 172, 60–71. <https://doi.org/10.1016/j.agsy.2017.10.008>
- Venier, F., & Yabar, H. (2017). Renewable energy recovery potential towards sustainable cattle manure management in Buenos Aires province: Site selection based on GIS spatial analysis and statistics. *Journal of Cleaner Production*, 162, 1317–1333. <https://doi.org/10.1016/j.jclepro.2017.06.098>