

Newsletter



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Geographical Indications for Craft and Industrial Products New Regulatory Framework in Greece

Greece has recently enacted **Law 5297/2026**, introducing a comprehensive framework governing the **registration, control, and protection of geographical indications (GIs) for craft and industrial products**. The new regime aims to ensure the effective and transparent protection of products whose quality, reputation, or characteristics are essentially linked to their geographical origin, in alignment with Regulation (EU) 2023/2411, which introduced a new industrial property right relating to the protection of geographical indications for craft and industrial products.

Under the new framework, GIs are recognised as protected industrial property rights, functioning as distinctive signs linked to origin, reputation, and authenticity, closely comparable to trademarks.



A. Legal Framework

The law establishes the core principles and procedural requirements governing geographical indications for craft and industrial products, integrating them into the EU intellectual property protection framework.

- **Registration and Protection Mechanisms** – A structured system governing the examination, registration, amendment, cancellation, and protection of geographical indications, establishing GIs as registered and enforceable IP rights.
- **Digitalised Application Process** – Applications are submitted electronically through the EU-wide GIportal, ensuring procedural standardisation and alignment with EU registration systems.
- **Substantiation Requirements** – Applicants must submit specifications and documentation linking the product to its geographical origin, demonstrating distinctiveness, reputation and verifiability, which are also fundamental in the context of trademark protection.



The framework applies to craft and industrial products, while maintaining compliance with EU and national rules on product safety, labelling, consumer protection, and market surveillance.

Competent Authority and Procedure

The new regime establishes a structured system for the administration and protection of geographical indications within the broader intellectual property framework.

- The Hellenic Industrial Property Organisation (OBI) acts as the competent authority for the examination, registration, amendment, and cancellation of geographical indications. A seven-member Advisory Council within OBI supports the protection and development of GI products.
- Applications are assessed for compliance, including potential conflicts with prior trademark rights.
- EBETAM S.A. and the General Secretariat for Industry contribute through certification, compliance, and coordination functions.
- The procedure includes a structured examination process, a two-month rectification mechanism, and the possibility of rejection or withdrawal.

B. Benefits of GI Protection

Geographical indications constitute valuable IP rights, combining legal protection with commercial and branding potential. The new framework enables producers to protect authentic products against unauthorised use, imitation, and misappropriation, while supporting regional development and enhancing the competitiveness of SMEs and manufacturers. At the same time, labelling systems and logos reinforce product authenticity and consumer transparency, while also supporting combined protection strategies with trademarks within a broader IP portfolio.

The introduction of this framework represents a significant development for the protection and commercial exploitation of Greek craft and industrial products, positioning GIs as strategic IP assets capable of enhancing brand value, authenticity, and market positioning.



Natalia Tsigkri
Lawyer
ntsigkri@saranti-partners.com
T: +302120216569

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