



Commission européenne  
Agriculture et développement rural



# FINANCIAL AND TECHNICAL ASSISTANCE TOOLS IN ADAPTING EU STANDARDS

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# Financial and technical assistance tools in adapting EU standards

- Quality policy (GIs in particular)
  - Rural communities; retains added value, prevents de-localisation and land abandonment, positive impact on tourism
  - Marketing conditions; diversification, competitiveness, fair competition in a global market
  - Environment; preserves biodiversity, local know-how, natural resources and improves land management
- Enlargement countries
  - By nature (process)
- Neighbourhood Policy Countries
  - By opportunity (shared trade)



# What does EU offer?

- Active promotion GI policy in third countries
  - Multilateral level
    - Improve protection level, facilitate international registration
  - Bilateral level
    - Rapid 'en bloc' registration of each other's GIs
  - Financial and technical support
    - IPA, ENPI, European Development Fund (ACP)
  - Direct registration foreign GIs in EU registers



# Instrument for Pre-accession Assistance – IPA

- IPA has five components
  1. Transition Assistance and Institution Building
  2. Regional and Cross-Border Co-operation
  3. Regional Development
  4. Human Resources Development
  5. Rural Development – IPARD



# Instrument for Pre-accession Assistance – IPA

- Only 2 relevant for quality policy and GIs;
- Component 1.;
  - Transition Assistance and Institution Building
  - **All** enlargement countries
  - Legislative alignment acquis, administrative capacities
- Component 5.;
  - Rural Development – IPARD
  - **Only** candidate countries
  - Investment support rural development



# IPA – 1st component

- Technical assistance projects:
  - for taking over EU quality policy acquis
- Support for implementing legislation:
  - administrative capacities; control bodies, laboratories
- Twinning very successful:
  - sharing Member States expertise with third countries
- TAiEX short term:
  - assistance in legislative alignment with EU acqui



# IPA – 5-th component (IPARD)

- Three priority axes;
  - **Axis 1** Improving Market Efficiency and Implementation of Community Standards
  - **Axis 2** Preparatory actions for implementation of the agri-environmental measures and Leader
  - **Axis 3** Development of the Rural Economy



# IPA – 5-th component (IPARD)

- Axis 1 (Markets/Standards)
- 3 Measures
  1. Investments in agricultural holdings to restructure and upgrade to the EU standards
  2. Investments in processing and marketing of agriculture and fishery products to restructure and upgrade to the EU standards
  3. Supporting the setting up of producer groups



# IPA – 5-th component (IPARD)

- Axis 1 (Markets/Standards) , 3-rd Measure:
  - Supporting the setting up of producer groups;
    - Assistance to facilitate the setting up and administrative operation of producer groups which were established for the purpose of:
      - Adapting the production to market requirements
      - Jointly placing goods on the market
      - Establishing common rules on production information



# Example IPA decentralised program (1)

- ‘Capacity Building and Technical Support to Renewal of Viticulture Zoning and Control of Production of Wines with Designation of Origin’
  - **Objective:** Strengthening vine-growing and wine-producing Sector in Serbia through harmonisation with EU standards
  - **Purpose:** Establishing new viticulture zoning and a system for control of wine with designation of origin production
  - **Contracting authority:** EC delegation
  - **Beneficiary:** Ministry of Agriculture, Forestry and Water Management, Belgrade
  - **Budget:** 1.200.000 € (100% EU contribution)



## Example IPA decentralised program (2)

- Results;
  - Department for vine-growing and wine-production in MAFWM
  - Data and proposal for viticulture zoning and control of GI wine
  - Adopted regulations for Serbia (EU regulations and OIV compatible)
  - Reorganisation and working procedures control organisations