



15 August 2008

## China moves to protect a dram of 苏格兰威士忌!

A major step forward in efforts to protect Scotch Whisky in one of its most exciting, emerging markets has been welcomed by The Scotch Whisky Association (SWA).

Following an SWA application, the Chinese Trade Mark Office under Administration of Industry & Commerce (AIC) has agreed to protect 'Scotch Whisky' as a Geographical Indication (GI) by registering it as a 'collective trade mark'. As a result, there will be nationwide official protection of the description 'Scotch Whisky' and its Chinese translation '苏格兰威士忌'.

It is the highest level protection granted by the Chinese government to a foreign spirit drink as a Geographical Indication (GI) in China. Scottish distillers will now be able to take more effective legal action in the Chinese courts to ensure that only whisky made in Scotland is sold as 'Scotch Whisky'.

Lindesay Low, an SWA legal advisor specialising in the Chinese market, said:

"Over a number of years, we have welcomed the commitment and co-operation of the Chinese authorities in tackling imitation products 'passed off' as Scotch Whisky in China. This positive decision to grant stronger 'collective trademark' protection to Scotch is an important advance and will help to ensure Chinese consumers and Scottish distillers are protected from fake products."

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### Note to Editors:

1. The equivalent of 17 million bottles of Scotch Whisky were shipped to China in 2007.
2. The SWA is working with the Chinese Government and British Embassy in Beijing on a range of measures to ensure the highest level of legal protection for Scotch Whisky in China.
3. In 2006, the SWA and Chinese authorities jointly investigated around 50 suspect products, with stocks subsequently seized and destroyed.
4. For further information please contact Campbell Evans (0131 222 9231 or 07768 002262).