

KENTE

Geographical Indication Protection

Commercialization and International Recognition

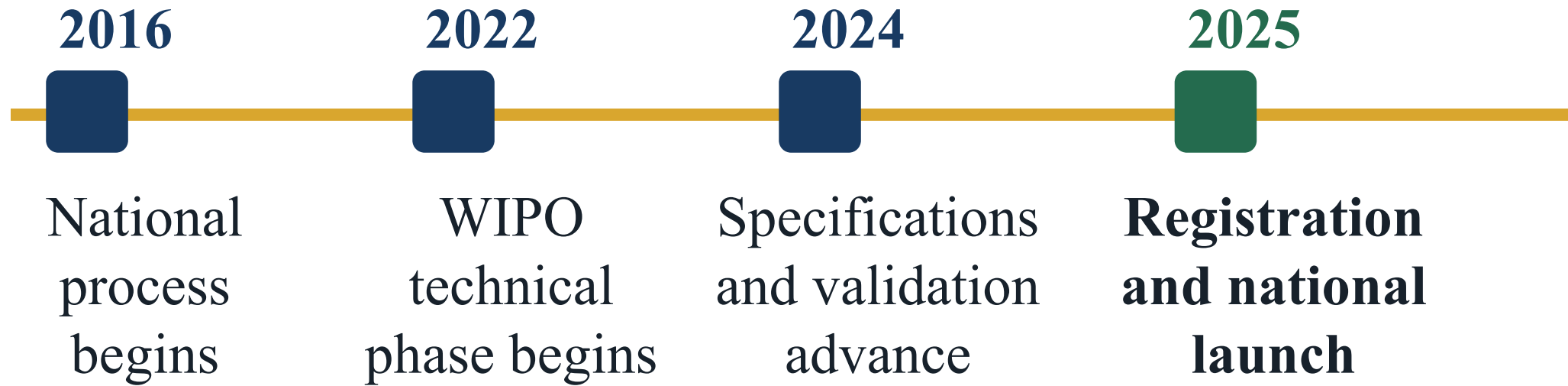
A Historical implementation presentation

**Ghana Industrial Property Office (GHIPO)
Under the Registrar General's Department,
RGD, Accra, Ghana**



HISTORICAL DEVELOPMENT

The Kente GI Journey from 2016 to 2025



November 2025 opened the implementation and commercialization phase.

GEOGRAPHICAL FOUNDATION

The GI Rests On Recognized Weaving Traditions And Communities

Ashanti weaving tradition

Bonwire
Adanwomase
And Wider surrounding
weaving communities

Ewe weaving tradition

Agotime Kpetoe
Agbozume
Tafi Atome
And surrounding weaving
communities

The legally protected areas follow validated historical and geographical evidence.

PROTECTION RATIONALE

International Visibility Would Prevent the Misuse of the Authentic Kente

The protected heritage

- Inherited weaving knowledge
- Recognised production communities
- Distinctive techniques and cultural meaning

The commercial risk

- Imitation without origin
- Misleading use of the Kente name
- Appropriation without producer benefit

PROTECTION SYSTEM

Five Building Blocks Supported Registration

1	Evidence	Value chain, reputation and geographical link
2	Specification	Origin, production and quality requirements
3	Participation	Regional consultations and national validation
4	Governance	Collective management and compliance
5	Registration	Technical and administrative documentation

ARTISAN AND MSME VALUE

The GI Gives Small Producers A Shared Commercial Identity

Protection and recognition

- Action against misleading origin claims
- Clear separation of authentic Kente
- Access to collective reputation

Enterprise capability

- Consistent quality and records
- Stronger bargaining with buyers
- Greater readiness for investment and export

INCLUSIVE DEVELOPMENT

Skills And Collective Governance Can Widen Producer Benefits

Knowledge

Structured apprenticeships preserve weaving knowledge while supporting innovation.

Women

Transparent governance can strengthen participation across production, finishing and trade.

Youth

Training, design, tourism and digital commerce can create new entry points.

Collective protection would preserve regional and creative variation.

MARKET DEVELOPMENT

Collective Organization Can Help Small Firms Reach Larger Buyers

Market aggregation

- Coordinate production schedules
- Combine supply for larger orders
- Connect MSMEs to finance and services

Commercial partnerships

- Retail and public procurement
- Tourism and cultural experiences
- Designers, fashion houses and distributors

NEXT PHASE

Eight Priorities Will Determine Post Registration Performance

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- | | | | |
|---|--------------------------|---|----------------------------|
| 1 | Producer governance | 2 | Authorised user register |
| 3 | Control system | 4 | Brand and traceability |
| 5 | Enterprise development | 6 | Market entry |
| 7 | International protection | 8 | Monitoring and enforcement |

CONCLUSION

Kente Protection Now Moves From Registration to Measurable Producer Benefit

A functioning control system will protect authenticity and fair access

Commercial support will improve income, enterprise capability and market reach

International protection will follow verified demand and enforcement capacity

