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*Lozova G. M.<sup>a</sup>, Klymenko V. V.<sup>b</sup>*

## **GEOGRAPHICAL INDICATION AS A CATALYST FOR THE DEVELOPMENT OF REGIONAL CLUSTERS AND LOGISTICS MODERNIZATION**

<sup>a</sup> Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

<sup>b</sup> National University “Kyiv Aviation Institute”, Kyiv, Ukraine

The purpose of the article is a comprehensive theoretical and methodological analysis, scientific substantiation of strategic ways of using geographical indications (GIs) as an effective resource for designing regional clusters and systemic modernization of local logistics infrastructure in the conditions of a war economy. The study actualizes the problem of finding tools for the post-war reconstruction of Ukraine, where GI is considered as a driver for the formation of regional smart clusters. Such a model is aimed at diversifying production, restoring depressed and deoccupied regions, creating new jobs, and attracting investments. The paper reveals in detail the nature of geographical indications, characterizes the structure, classification in terms of leading product groups, and determines the role of GIs in the context of Ukraine’s European integration. The analysis was based on a comprehensive synergistic approach, econometric evaluation tools, and the theory of endogenous growth. The authors conducted a thorough audit of the functioning of existing regional clusters in the Transcarpathian, Kyiv, and Odessa regions, which were created on the basis of the use of local GIs. This allowed us to identify the main advantages and barriers, to identify key factors of successful cooperation between local manufacturers, as well as systemic institutional barriers and regulatory challenges. The use of modeling allowed us to build a conceptual model of the formation of a regional cluster based on the GIs, which integrates socio-economic factors of influence, the potential of local communities and the specifics of spatial logistics. Particular attention was paid to the analysis of the destructive impact of martial law on logistics systems: the high vulnerability of long international supply chains due to the risks of blockages and crises is proven. As an innovative alternative and cost optimization tool, the concept of designing short local routes based on the integration of the GIs into logistics processes is substantiated, which provides significant cost savings and increases safety. The direct interdependence between the institutionalization of clusters, the modernization of transport and warehouse infrastructure and the growth of the competitiveness of local brands through the use of the GIs is specified. Practical recommendations have been formulated for government bodies and businesses regarding the implementation of smart specialization and the protection of the domestic market from unfair competition.

**Keywords:** intellectual property, geographical indication, cluster, regional cluster, logistics.

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*Lozova G. M., Klymenko V. V.*

### ***Introduction and statement of the problem***

The creation and management of intellectual property, including geographical indications as intellectual property, is a complex and multifaceted process that requires careful planning, effective coordination, and management at every stage.

Despite the significant natural resource potential, developed system of legislation in the field of intellectual property and cultural heritage, Ukraine has a problem related to the fragmentation of the mechanism of intellectual property commercialization, that is, the transformation of intellectual property objects, in particular geographical indications (GIs), into an economic asset capable of bringing income to the owner. As modern practice shows, thanks to the introduction of such an intellectual property tool as geographical indications, it is possible not only to attract, but also to commercialize unique regional resources, traditional knowledge by transforming them into a collective, intangible asset.

As a collective intellectual property object, a geographical indication, in accordance with the current legislation [1], cannot belong to a single business entity. To register a geographical indication, it is necessary that the application is submitted collectively, for example, by an association of producers of a given region, which is the basis and foundation for the creation and development of regional clusters.

The importance of the GIs has increased significantly due to the impact of the war in Ukraine. Due to the low level of cooperation of local Ukrainian producers and the destruction of the logistics infrastructure due to the war, the problem of creating effective value chains arises, which hinders regional development and slows down the development of rural communities. The problem is that in practice, Ukrainian producers have a low level of mutual trust and are not ready to unite in clusters or create associations. And without this, the GIs as a collective asset does not create such a powerful cluster effect as we observe in the EU. Therefore, the study of this process is relevant from the view point of developing a model of cooperation for small and medium-sized local businesses based on the use of a joint GIs, which is critical for the preservation of farming, craft production, the development of agrotourism and Ukrainian rural communities in the context of the outflow of the Ukrainian population, especially young people, the need for revival and post-war reconstruction of regions.

In addition, from January 1, 2026, the ten-year transition period provided for by the Agreement ended [2], and Ukraine will cease to use certain geographical indications to designate similar alcoholic beverages of

Ukrainian origin, in particular, this applies to follows: Champagne, Madera, Tokaj wines; Cognac, Calvados, Grappa, etc. spirits. [3]. On the one hand, such restrictions on the use of GIs cause indignation and misunderstanding on the part of Ukrainian producers who have been producing Ukrainian “Cognac” or “Champagne” for years, and on the other hand, this process is an impetus for local producers to develop their own Ukrainian GIs in order to be competitive in the future and effectively integrate Ukrainian products into the single European market, where goods marked with GIs are premium segment goods and, as a rule, have a higher price than similar goods without GIs.

In the context of post-war reconstruction, it is relevant to study the impact of the GIs on the logistics infrastructure, in particular the creation of specialized local centers for storage, packaging and processing of products directly in the region of origin, which allows developing a strategy for minimizing logistics costs and increasing Ukraine’s food security, as well as modernizing the existing logistics infrastructure.

### ***Literature review on the research subject***

Such well-known domestic and foreign authors as: Cardoso V.A., Lourenzani A.E., Caldas M.M., Bernardo C.H.C., Bernardo R. [4], Turuk B., Jantyk L., Mary Z. M, Moir H.V.J. [5], Kronka O. [6], Martyniuk I. [7], Pankova L. and Korniychuk S. [8], Orlyuk O. [9], Taranenko O. M. [10] devoted their works to the study of the nature and essence of geographical indications, in which they analyze the specific characteristics of GIs as objects of intellectual property, legal aspects of regulation both in Ukraine and in European countries, unfair competition that may arise in the process of using GIs. Such studies were conducted in accordance with different areas where GIs are used: food products, alcoholic beverages, mineral water, etc. Accordingly, the features of the use of GIs and their regulation, the advantages and challenges faced by owners of intellectual property rights were determined.

Despite the growing role of GIs in Ukraine, the researched scientific works pay little attention to a comprehensive analysis of the economic efficiency of using GIs. The role of geographical indications in creating an effective value chain to ensure regional development and reconstruction of rural communities in the post-war period remained outside the attention of researchers. The question of how GIs can influence the modernization of logistics in the region also turned out to be insufficiently researched.

Thus, the relevance of the study is due to the need to find new tools for the economic reconstruction of Ukraine, where the geographical indication acts

not only as an object of intellectual property, but also as a strategic resource for the formation of regional smart clusters based on intellectual property rights and the production of a unique product using GIs, as opposed to focusing on the production of raw materials in large volumes. Our research is designed to find an answer to the question of determining effective tools for the economic reconstruction of Ukraine, modernization of local logistics infrastructure in the face of military challenges, creation of effective local supply chains, and development of rural territorial communities.

#### ***Purpose of the article***

The purpose of the study is a comprehensive theoretical and methodological analysis, scientific substantiation of strategic ways of using geographical indication as an effective resource for designing regional clusters, as well as developing practical recommendations for optimizing the use of GIs to strengthen the competitiveness of local Ukrainian producers and systemic modernization of local logistics infrastructure in the conditions of a war economy.

The research methodology is based on the comprehensive use of modern scientific methods and approaches. The methodological basis of the study is the dialectical method, which helped to reveal the economic essence of geographical indication as a resource for the formation of a regional cluster. Systemic and synergistic approaches allowed us to explore the landscape of already created Ukrainian regional clusters. Thanks to the analysis of GIs, a segmentation of spheres was carried out; prerequisites influencing the spread of GIs were identified. The clustering method allowed us to group the transport sector by intellectual property objects used in the market. The method of statistical analysis was used to process and interpret data on the scale of GIs use and assess their productivity in modern conditions. The synergistic approach allowed us to determine the interdependence between the modernization of transport infrastructure, the integration of innovations and the economic efficiency of GIs.

#### ***Presentation of main points***

In the scientific literature, geographical indications are the subject of research by both economists and lawyers. According to current legislation, a geographical indication is a name that identifies a product that originates from a specific geographical location and has a special quality, reputation and other characteristics due mainly to this geographical location, and at least one of the stages of production of which is carried out in a specific geographical area [1].

Some scholars interpret a geographical indication as an expression that reflects a “place-goods”

relationship and allows producers of goods from a certain geographical area to claim the right to use such an expression to indicate that a certain good originates from that region. [4]. O. Orlyuk proposes to define a geographical indication as a certain collective brand used to designate products that can be identified by their place of origin and that meet certain criteria of quality, traditionality, etc. [9].

In foreign scientific literature, several approaches to interpreting the essence and nature of GIs are distinguished. Supporters of the theory of information asymmetry, developed by J. A. Akerlof, M. Spence, and J. Stiglitz, GI is interpreted as an information signal in the economy, which allows solving the problem of information asymmetry between the producer and the consumer, guaranteeing the origin of the product, its quality, traditionality, and uniqueness. From the point of view of K. Shannon, the developer of the “Mathematical Theory of Communication” (Information Theory), unique externalities (so-called Terroi) are fixed through exogenous externalities (Terroi Economics), transforming these intangible collective resources into exclusive rights. In the context of the cluster development theory developed by M. Porter, the phenomenon of a regional cluster was defined and the concept of region smart specialization was explained. From the point of view of this theory, the regional cluster acts as an institutional tool for the coordination and consolidation of local producers, and the product specification acts as a common quality standard and collective brand that forms the core of the cluster. Later, M. Enright proved the importance of regional clusters for the process of economic development, since regional clusters are found in almost all countries with developed economies.

Like any other object of industrial property, GIs receive legal protection on the basis of state registration or in accordance with international treaties of Ukraine. Moreover, the protection is valid indefinitely. In accordance with the Association Agreement between Ukraine and the EU [2], and the Law of Ukraine “On the Legal Protection of Geographical Indications” [1], Ukraine has undertaken to ensure the protection of geographical indications, including well-known European GIs, on the territory of the country. On January 1, 2026, the ten-year transitional period provided for by the Agreement ended [2], and Ukraine will cease to use certain geographical indications to designate such alcoholic beverages of Ukrainian origin. The names of Ukrainian wines and spirits should be changed to those provided for by the Laws of Ukraine “On Geographical Indications of Spirits” [11] and “On grapes, wine and viticulture products” [12]. This

prompted Ukrainian producers to search for and register original Ukrainian GIs, in particular: “Soniachna dolyna”, “Zolota Balka”, “Tavria”, “Zakarpattia / Zakarpatske vyno”, etc. These names are known to the Ukrainian consumer and emphasize the uniqueness of the product they denote.

The uniqueness of the GI as an object of intellectual property is that it is a collective object of intellectual property law that allows you to identify a product by its place of origin, emphasizing the authenticity of the product created by producers of a given region, its unique physical properties and high quality. A good or product that is similar in properties, appearance or taste, but produced by producers in another region, cannot have the same GI.

Each GI that has acquired legal protection as an object of intellectual property is entered into the State Register of Ukraine of Geographical Indications [13]. As of October 31, 2025, there were 3,133 registered

objects (GIs) in the State Register, of which 38 objects were registered directly under the national procedure, among which 29 geographical indications are exclusively Ukrainian, in particular: “Hutsulska ovecha bryndzia”, “Melitopolska chereshnia”, “Krolevetski rushnyky”, “Yalpuh”, “Khersonskyi kavun”, “Med Zakarpattia / Zakarpatskyi med”, “Med stepovi Frumushyka”, “Miaso baranyny Frumushyka / Baranyna Frumushyka”, etc. The remaining geographical indications are geographical indications of the European Union, which are protected in Ukraine in accordance with the Association Agreement, and Georgian geographical indications, which are protected in Ukraine in accordance with the Agreement between Ukraine and Georgia, for example: Kindzmarauli, Kakheti, Chacha [13].

If we analyze the structure of Ukrainian industrial enterprises by industry and product, then in 2025 the situation looked as follows (Table).

Table

**Structure of Ukrainian geographical indications by product groups**

No.	Product Group / Type	Number of registered objects
1	Alcoholic beverages (wine, spirits)	12
2	Mineral waters	9
3	Agricultural products and food products	
3.1	Products of plant origin (watermelon, cherries)	2
3.2	Products of animal origin (meat, meat products)	1
3.3	Gastronomic products (cheese, bryndza)	2
3.4	Honey	2
4	Products of folk crafts	2

Source: compiled by the authors based on analysis [13]

In the context of European integration, against the background of growing interest in Ukraine and the entire Ukrainian, GIs can become a key instrument of clustering policy, one of the factors capable of forming competitive advantages for cluster participants, consolidating local producers and acting as a collective intangible asset.

According to some researchers, geographical indications are able to transform ordinary products into a special “cultural experience” [14].

In modern conditions, ensuring effective legal protection of GIs is a signal to investors about the attractiveness and uniqueness of the product, and helps attract investment to the region. The active use of GIs serves not only to support traditional crafts, but also to develop related industries, such as the development of active, educational and gastronomic tourism. For example, around the GIs “Prydunaiska Bessarabia”, “Yalpuh” (wine), “Baranyna Frumushyka” (lamb meat / mutton), “Med stepovi Frumushyka” (honey), a regional cluster

“Roads of Wine and Taste of Ukrainian Bessarabia” has been formed in the Odessa region. Since 2020, this project has united Bessarabian winemakers, cheesemakers, farmers, tour operators, restaurateurs and hotel owners, a total of 22 participants. The total length of the tourist enogastronomic route is 900 km. Similar projects have been launched in Transcarpathia and the Kyiv region. For example, the wine and food route “Roads of Wine and Taste of Transcarpathia” [15] was created within the framework of the project “World of Carpathian Rosettes – measures to preserve the uniqueness of the Carpathian culture” and was developed within the framework of the Cross-Border Cooperation Program “Poland-Ukraine 2014-2020” with the aim of popularizing Ukraine among European tourists. The core of this cluster is such GIs as: “Zakarpattia / Zakarpatske vyno” (wine), “Med Zakarpattia / Zakarpatskyi med” (honey), “Hutsulska ovecha bryndzia” (sheep milk cheese / bryndza), “Hutsulska koroviacha bryndzia” (cow milk cheese / bryndza).

As we can see, the above-mentioned clusters were formed within specific regions (Kyiv, Odessa, Transcarpathia). Each of them has its own specialization, which is determined, among other things, by the action of natural factors. Moreover, the core of each cluster is specific GIs, and this is the so-called “smart specialization”.

The mechanism of regional clustering based on geographical indications is based on common economic interest, trust and protection of collective intellectual property (Fig.). The basis of the mechanism is the creation of a Product Specification, designated by GI. In the process of creating and developing this document, powerful cooperation processes are launched, since the product specification, designated by GI, is a kind of social contract of producers of a given region, which defines the boundaries of the cluster, technology and production methods, including traditional methods that become the standard for the production of this product. Quality characteristics are determined by terroir (the totality of all-natural conditions and human factors of a specific area that affect the unique nature and quality of the product).

In such a regional cluster, horizontal cooperation between producers arises. Since the GI is a collective asset, this forces individual producers to jointly agree on a single quality standard. Producers are economically aware of their responsibility and understand well that the release of a poor-quality product by one of them can seriously damage the

reputation among consumers for all. Thus, a kind of collective security system is formed, designed to protect the quality of products and GIs. In addition, a quality control system is introduced, which includes a number of procedures and tools that confirm compliance with the Product Specification by individual producers. The quality control system includes both:

- internal control, when the producer association itself checks its members, which forms a professional environment and internal discipline;
- external control, when independent certification bodies confirm the quality and status of the product.

In parallel, vertical cooperation develops around the regional cluster of producers and a value chain is created. Since the producer is interested in raw materials that clearly meet the Product Specification, the producer is usually willing to enter into long-term contracts with those raw material producers (farmers) who are able to fulfill the technical task and regularly supply raw materials that meet the Specification.

The product control system requires that the logistician can confirm the origin of each batch. This stimulates logistics companies to implement digital solutions, for example through blockchain technologies and smart contracts. The IT sector of the region is involved in the cluster. The uniqueness of the product attracts tourists. Restaurants and hotels are starting to use the GIs as a central component of their service, creating demand for local products within the region.

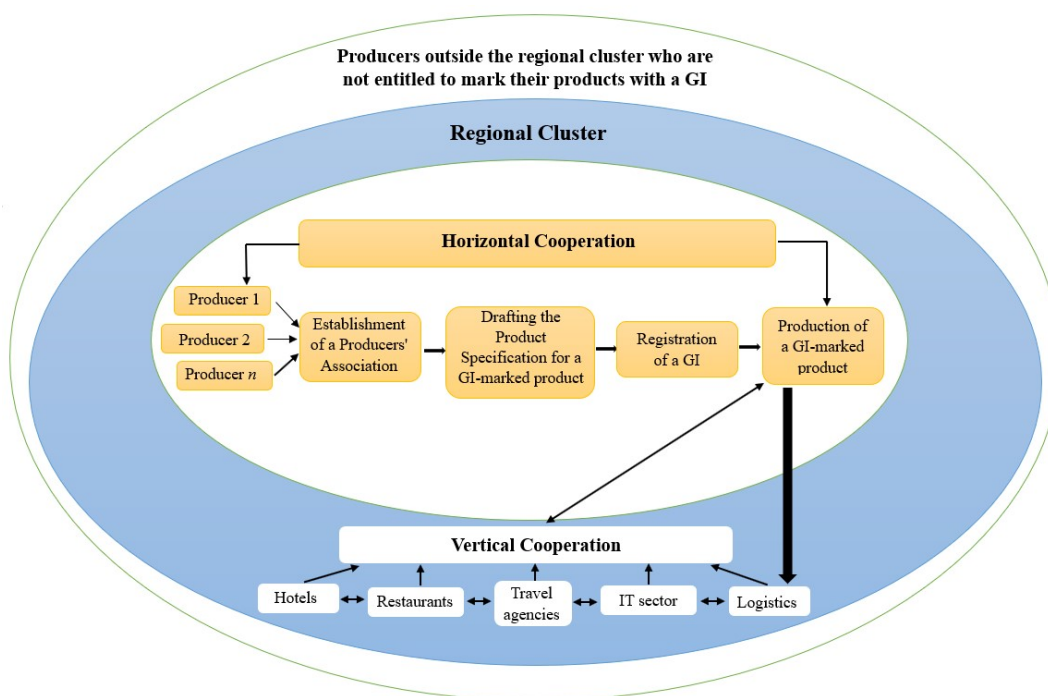


Fig. Model of regional cluster formation based on GIs

Source: compiled by authors

The war has shown the vulnerability of long supply chains due to the possibility of logistical crises. The existing logistics system in Ukraine is focused on the export of agricultural raw materials in large batches, in particular grain and oil. And the logistics of products marked with the GIs, which are unique, are characterized by transportation in small batches, specialized storage and a digital tracking system. That is, the logistics system in the regions needs a radical modernization and re-equipment, which requires significant financial resources and investments, which are difficult to provide in war conditions. In our opinion, the use of GIs stimulates the development of local production and logistics. Therefore, it is relevant to study the impact of GIs on the logistics infrastructure, in particular the creation of specialized local centers for storage, packaging and processing of products directly in the region of origin, which allows developing a strategy for minimizing logistics costs and increasing Ukraine's food security. And it fully corresponds to the global trend towards decentralization of supplies in war conditions [16].

The presence of a registered GI is economically beneficial for the state, the territorial community, and the tourist himself/herself. Since the presence of GI in a product guarantees to the tourist that the product is natural, environmentally friendly, made using traditional technologies in this area. On the other hand, GI protects local producers of this community and the local market from counterfeiting and fakes, cheap imports. In addition, as practice shows, a product with GI costs an average of 15-30% more than a similar product without GI, which increases the profitability of small farms and craft production. It creates economically attractive conditions for young people and the integration of veterans returning from war into rural life. Products with GIs are economic drivers around which an agrotourism cluster is formed, in particular, hotels, restaurants, logistics are actively developing in the rural region, and craft workshops are being created. This, in turn, creates additional jobs, develops local small and medium-sized businesses, allows you to replenish the local budget and pay more taxes to the state budget, which is especially critical in today's conditions in Ukraine.

An important aspect of the development of GIs in Ukraine is the protection of intangible cultural heritage, knowledge and traditional Ukrainian production methods, in particular such GIs as: “Hutsulska ovecha bryndzia”, “Krolevetski rushnyky”, “Petrykivskyi rozpys”. But during the war, Ukraine faced a challenge: some regions where Ukrainian GIs had already been registered, in particular “Melitopolska

chereshnia”, “Khersonskyi kavun”, found themselves under occupation or in a combat zone. Today, Ukraine has already faced a serious challenge: the need to protect the intellectual property rights of Ukrainian producers during Russia's armed aggression against Ukraine, preventing the aggressor country from appropriating Ukrainian GIs, in particular the same “Khersonskyi kavun” and “Melitopolska chereshnia”.

The problem lies in the lack of an effective mechanism for remote protection of such geographical indications, as well as the restoration of logistical connections for such products. Therefore, it is important to study GI as a tool for post-war restoration and revitalization of territories. GI by its nature is an intangible asset that cannot be physically destroyed, but this asset accumulates the intangible heritage, experience, knowledge and traditions of the people living in the region. Thus, the question of how GIs can become a point of growth and restoration for deoccupied territories is of scientific and practical interest. It is necessary to find new tools to attract investment in local infrastructure and return the population to the regions by creating new jobs in green business and logistics. We are deeply convinced that after the deoccupation, the restoration of “Khersonskyi kavun” or “Melitopolska chereshnia” production will become a symbol of the revival in the region and cultural resistance. Thus, the use of traditional knowledge contributes to the commercialization of unique regional resources, traditional knowledge and crafts by transforming them into a collective, intangible asset that has enormous commercial potential. The development of traditional knowledge in Ukraine is economically beneficial to the state, as it contributes to the strengthening of business activity, the development of depressed rural regions and the replenishment of both local budgets and the national budget. This is a tool for protecting the intangible cultural heritage of Ukraine, the revival of traditional knowledge and crafts. The association of local producers around traditional knowledge contributes to the creation of production clusters, increases the value and cost of their products, and creates additional competitive advantages. For the territorial community, this provides additional opportunities for the development of small and medium-sized businesses and agritourism, increasing interest in the region, enhancing investment attractiveness, creating new jobs and making the rural area more attractive for youth and veterans. And all citizens of Ukraine receive high-quality authentic products that are protected by traditional knowledge from counterfeiting and falsification.

### Conclusions

Therefore, the development of the national system of legal protection of GIs is an important component of the development of the intellectual property rights system, as it allows for the effective commercialization of unique regional resources, knowledge and traditions, promotes the development of both local production and regions as a whole, attracts investments, and strengthens the competitiveness of Ukrainian products in international markets. In 2019, a complex reform of the national sphere of legal protection of GIs began, which will last until 2027. The main goal of the reforms is to eliminate inconsistencies in the legislation of Ukraine and adapt it to EU norms and requirements. On the path of reforms, Ukraine faced not only institutional, administrative and legal challenges, but also a serious challenge, namely the need to protect the intellectual property rights of Ukrainian producers during Russia's armed aggression against Ukraine, preventing the appropriation of Ukrainian GIs by the aggressor country.

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## ГЕОГРАФІЧНЕ ЗАЗНАЧЕННЯ ЯК КАТАЛІЗАТОР РОЗВИТКУ РЕГІОНАЛЬНИХ КЛАСТЕРІВ ТА МОДЕРНІЗАЦІЇ ЛОГІСТИКИ

Лозова Г. М., Клименко В. В.

Метою статті є комплексний теоретико-методологічний аналіз, наукове обґрунтування стратегічних шляхів використання географічних зазначень (ГЗ) як ефективного ресурсу для проектування регіональних кластерів та системної модернізації локальної логістичної інфраструктури в умовах воєнної економіки. У дослідженні актуалізовано проблему пошуку інструментів повоєнної відбудови України, де ГЗ розглядається як драйвер формування регіональних smart-кластерів. Така модель спрямована на диверсифікацію виробництва, відновлення депресивних та деокупованих регіонів, створення нових робочих місць, залучення інвестицій. У роботі детально розкрито природу географічних зазначень, охарактеризовано структуру, класифікацію у розрізі провідних товарних груп, визначено роль ГЗ в контексті євроінтеграції України. Базою для аналізу слугував комплексний синергетичний підхід, інструменти економетричного оцінювання та теорія ендогенного зростання. Авторами проведено ґрунтовний аудит функціонування діючих регіональних кластерів Закарпатського, Київського та Одеського регіонів, які були створені на основі використання локальних ГЗ. Це дозволило ідентифікувати основні переваги та бар'єри, виявити ключові фактори успішної кооперації між локальними виробниками, а також системні інституційні бар'єри та регуляторні виклики. Застосування моделювання дозволило побудувати концептуальну модель формування регіонального кластеру на основі ГЗ, що інтегрує соціально-економічні чинники впливу, потенціал місцевих громад та специфіку просторової логістики. Особливу увагу в роботі приділено аналізу деструктивному впливу воєнного стану на логістичні системи: доведено високу вразливість довгих міжнародних

ланцюгів постачання через ризики блокувань і криз. Як інноваційну альтернативу та інструмент оптимізації витрат, обґрунтовано концепцію проектування коротких локальних маршрутів на основі інтеграції ГЗ у логістичні процеси, що забезпечує істотну економію витрат та підвищує безпеку. Конкретизовано пряму взаємозалежність між інституалізацією кластерів, модернізацією транспортно-складської інфраструктури та зростанням конкурентоспроможності локальних брендів завдяки використанню ГЗ. Сформульовано практичні рекомендації для органів державної влади та бізнесу щодо впровадження smart-спеціалізації та захисту внутрішнього ринку від проявів недобросовісної конкуренції.

**Ключові слова:** інтелектуальна власність, географічне зазначення, кластер, регіональний кластер, логістика.

## GEOGRAPHICAL INDICATION AS A CATALYST FOR THE DEVELOPMENT OF REGIONAL CLUSTERS AND LOGISTICS MODERNIZATION

Lozova G. M.<sup>a</sup>, Klymenko V. V.<sup>b</sup>

<sup>a</sup> Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

<sup>b</sup> National University “Kyiv Aviation Institute”, Kyiv, Ukraine  
\*e-mail: [lozova.ann@ukr.net](mailto:lozova.ann@ukr.net)

Lozova G. M. ORCID: <https://orcid.org/0009-0007-8317-6229>

Klymenko V. V. ORCID: <https://orcid.org/0000-0002-4168-3296>

The purpose of the article is a comprehensive theoretical and methodological analysis, scientific substantiation of strategic ways of using geographical indications (GIs) as an effective resource for designing regional clusters and systemic modernization of local logistics infrastructure in the conditions of a war economy. The study actualizes the problem of finding tools for the post-war reconstruction of Ukraine, where GI is considered as a driver for the formation of regional smart clusters. Such a model is aimed at diversifying production, restoring depressed and deoccupied regions, creating new jobs, and attracting investments. The paper reveals in detail the nature of geographical indications, characterizes the structure, classification in terms of leading product groups, and determines the role of GIs in the context of Ukraine's European integration. The analysis was based on a comprehensive synergistic approach, econometric evaluation tools, and the theory of endogenous growth. The authors conducted a thorough audit of the functioning of existing regional clusters in the Transcarpathian, Kyiv, and Odessa regions, which were created on the basis of the use of local GIs. This allowed us to identify the main advantages and barriers, to identify key factors of successful cooperation between local manufacturers, as well as systemic institutional barriers and regulatory challenges. The use of modeling allowed us to build a conceptual model of the formation of a regional cluster based on the GIs, which integrates socio-economic factors of influence, the potential of local communities and the specifics of spatial logistics. Particular attention was paid to the analysis of the destructive impact of martial law on logistics systems: the high vulnerability of long international supply chains due to the risks of blockages and crises is proven. As an innovative alternative and cost optimization tool, the concept of designing short local routes based on the integration of the GIs into logistics processes is substantiated, which provides significant cost savings and increases safety. The direct interdependence between the institutionalization of clusters, the modernization of transport and warehouse infrastructure and the

*growth of the competitiveness of local brands through the use of the GIs is specified. Practical recommendations have been formulated for government bodies and businesses regarding the implementation of smart specialization and the protection of the domestic market from unfair competition.*

**Keywords:** intellectual property, geographical indication, cluster, regional cluster, logistics.

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