

GIES Case Cluster Project on Changbai Mountain Launched

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DOI: <https://doi.org/10.3974/geodp.2025.02.14>

On December 30, 2024, the project on GIES case cluster project on Changbai Mountain was successfully launched at Yanbian University of China. Over 80 experts and officials from the Jilin Province, Yanbian University, Jilin University, Jilin Agricultural University, Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences (IGSNRR-CAS) and the county-level administration officers attended the meeting.

Mr. Li, Jiwu, Deputy Director General of Department of Market Regulation, Jilin Province of China, emphasized that Jilin Province is globally renowned as part of the “Golden Corn Belt”, “Golden Rice Belt”, and “Golden Spring Water Belt”, as well as the black soil zone. Jilin government have prioritized the protection of geographical indication (GI) products and regional brand development. Currently, the province has 58 nationally protected GI products, 109 collective and certification GI trademarks. Total output value of GI-related products exceeds 11 billion CNY in 2023.

Commissioned by the Department of Market Regulation, Jilin Province and leveraging the unique geographical advantages of Changbai Mountain, IGSNRR-CAS will utilize its scientific and technological expertise to develop a GIES case cluster of origin-based habitat conservation in Changbai Mountain. This initiative aims to enhance the quality and efficiency of Jilin’s premium, specialty, fine, and traditional products, strengthen domestic and international influence of the “Changbai Mountain” specialty brand for high-quality development.

Wang, Shenglin, Deputy Director General of IGSNRR-CAS, emphasized that the IGSNRR-CAS has earnestly adhered to the important principle “protect Changbai Mountain well for our children, generation by generation”, and has organized a professional scientific research team to empower the construction of Changbai Mountain’s characteristic brand. This project is the first provincial-level case cluster, which is expected to bring benefits to local people. Meanwhile, it also has important demonstration significance for expanding the influence of the Changbai Mountain brand across the country and the world, as well as for

Received: 10-01-2025; **Accepted:** 28-04-2025; **Published:** 25-06-2025

Citation: Zhu, W. H., Zhang, S. D. GIES case cluster project on Changbai Mountain launched [J]. *Journal of Global Change Data & Discovery*, 2025, 9(2): 244–245. <https://doi.org/10.3974/geodp.2025.02.14>.

product promotion.

Professor Wang, Zhenbo, the project leader, introduced the background and implementation framework of the project. He said that the project focuses on the source protection of the geographical habitat in Changbai Mountain, strengthens the protection and application of intellectual property rights for high-quality geographical products, and uses geographical big data, artificial intelligence traceability systems, and standard systems to select a series of typical cases, including mineral water in Fusong and Jingyu, ginseng in Helong, Ji'an, and Fusong, schisandra chinensis in Hunjiang, pine nut in Fusong, ganoderma lucidum in Jiaohe, volcanic rock rice in Huinan and Liuhe, blueberry in Fusong and Jingyu, and wood ear mushrooms in Wangqing, to build a provincial-level GIES case cluster and provide all-round support for the sustainable development of the “Changbai Mountain” brand and industry.

Each of the GIES case principle investigators from IGSNRR-CAS, Jilin University, Yanbian University, and Jilin Agricultural University respectively introduced their case study plans and signed the employment agreements on the spot.



Figure 1 Signing ceremony of principle investigator agreement



Figure 2 Schematic distribution map of GIES cases in Changbai Mountain