

5th Global Congress on Combating Counterfeiting and Piracy
Cancun, Mexico 1-3 December 2009
"Bridging Boundaries for Shared Solutions"
Closing Ceremony: Mapping the Road Ahead

Announcement by
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Buenos dias,

... Just a few words to continue with the road ahead...

The first public at large international exhibition about counterfeiting and piracy will take place in Paris at the "City of Sciences and Industry" from April 2010 to February 2011. More than 300 000 visitors from 7 to 77 years old are expected.

INPI, the French Institute for Industrial Property, which plays a major role in the fight against counterfeiting, will be the main partner of this creative, innovative and entertaining international exhibition.

"The real exhibition about fake" will be presented in 3 languages: French, English and Spanish. It has vocation to travel abroad in 2011 and 2012 thanks to partnerships with museums and organisations. I would like to take the opportunity to be here, to prospect any interest to host this exhibition in some of the countries represented today.

The French anti-counterfeit policy is based on the combination of:

- Repression of counterfeiters
- Pedagogy to raise consumers' awareness

There is a permanent high level political commitment concerning the enforcement of IPR.

The existing legal framework is extensive and efficient, now the challenge is to develop non legislatives measures.

Therefore, the French public authorities actively promote collaboration between professionals in order to facilitate voluntary agreements between stakeholders based on concrete cooperation measures. For instance, a Charter to fight counterfeiting on the Internet was recently signed by IPR holders and e-commerce platforms. Both parties are now committed to implementing concrete measures to prevent the sale of counterfeit goods over the Internet.

I am delighted to announce you that it is a great honour for INPI to co organise together with WIPO and the Steering group, the 6th Global Congress on combating counterfeiting and Piracy in Paris, in early February 2011 during this international exhibition.

I hope that thanks to this dedicated exhibition and the next Congress, France and Paris will become the centre of new initiatives in order to reinforce public awareness raising and promotion of best practices to the global fight against counterfeiting and piracy.

Je vous donne rendez-vous à Paris en février 2011 !