

Third Global Congress on Combating
Counterfeiting and Piracy
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The European Union: Coordination and Cooperation in the Enforcement of IPR

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■ European Commission

Outline

- The EU Policy: IPR Enforcement Strategy
- Bilateral cooperation
 - With key trading partners
 - With countries sharing our concern
 - Free Trade Agreements
- Multilateral cooperation
 - WTO - TRIPs
 - G8
 - OECD
- Technical assistance
- Cooperation with the private sector

The problem

- Recent data about the dimension of the problem:
 - 75 million articles seized at EU border in 2005
 - 26,000 cases of IPR infringement.
 - Growth in seizures of fakes dangerous to health and safety
 - more than 5 million counterfeit foodstuff, drinks and alcohol products were seized.
 - more than 500,000 counterfeit medicines detected

The Enforcement Strategy

- Adopted in November 2004. Sets guidelines for EU action on the promotion of IPR enforcement around the world
 - Strong emphasis on cooperation and dialogue but also warning that EU cannot afford to tolerate continued, systematic and large scale infringements of IPR
 - Identification of priorities. Announced in October 2006 focus on: China, Russia, Turkey, Ukraine, Chile, Korea, ASEAN and Mercosur

Bilateral cooperation

- With Key Trading countries
 - Making clear to our partners the importance of IPR enforcement for the EU - Bilateral Dialogues in China, Russia and the Ukraine to discuss specific problems
 - Result oriented discussion of specific problems
 - Participation of competent enforcement authorities
 - Participation of Industry
 - Joint conclusions, to allow progress assessment

Bilateral cooperation

- With Countries sharing EU concerns
 - EU-US Action Strategy
 - Customs cooperation and joint actions
 - Coordination and exchange of information between enforcement authorities and Embassies in third countries
 - Coordination of technical assistance
 - Active involvement of private sector, including promotion of links between EU and US right-holders
 - Support of private sector (help-desks for SMEs, trade fairs)
 - Cooperation with Japan

Bilateral Cooperation

- Free Trade Agreements
 - Strengthening of enforcement element in IPR chapter of bilateral FTAs

Multilateral cooperation

- **WTO:** Launch of debate on enforcement at TRIPs Council. EU communications on enforcement + joint EU, US Japan and Switzerland statement
- **G8:** Adoption by Heads of State of a Statement on fighting Counterfeiting and Piracy – St. Petersburg 2006. Follow-up by German Presidency
- **OECD:** Project on economic impact of IPR infringements

Technical assistance

- Training programs, seminars, preparation of laws, capacity building
- Increased focus on IPR enforcement
- Multi-year IPR programmes in China, ASEAN, Central Europe

Cooperation with Private Sector

- Regular consultation of industry to reassess priorities
- Creation of simplified and free-to-use mechanism for customs registration
- Providing information on best practices and enforcement situation in third countries: Enforcement Guidebook and 2006 Enforcement Survey
- Participation of stakeholders in IPR dialogues with third countries to discuss specific concerns
- Support of right-holders (particularly SMEs) investing abroad. Use of IPR Help-desk.

For more details,
see DG Trade's Enforcement page:

http://ec.europa.eu/comm/trade/issues/sectoral/intell_property/index_en.htm