



International Chamber of Commerce
The world business organization

An ICC initiative

BASCAP
Business Action to Stop
Counterfeiting and Piracy

3rd Global Congress on Combating Counterfeiting and Piracy

Presentation by Guy Sebban, Secretary General, International Chamber of Commerce

30 January 2007, Geneva Switzerland

- I am very pleased and very honoured to be here and to address this Congress as one of the representatives of the business community. Our organization, ICC, embodies companies of all sizes in all sectors, in every part of the world. As the Secretary General and spokesperson for this "World Business Organization", I am pleased to be able to share the podium with the many esteemed colleagues from intergovernmental organizations and national governments.
- I'd like to start with something I said last year – I believe that the problem of counterfeiting and piracy is so serious that it will take an equally serious, long-term effort to stop it.
- In this respect, this Congress is a critical step towards uniting the key players in business and government around our common goal.
- The pirates and counterfeiters are organized – and in order to have an effective response, we must be organized too.
- Look around this room. Look at the person sitting next to you.
- Collectively, we have all the pieces that can add up to an effective solution.
- But, accomplishing our goals begins with an understanding that we must move past the abstract statements that have largely characterized the problem. We must put in place concrete actions. When we leave this Congress we should not forget that these actions must remain at the top of our priority list.
- We must respect the progress and commitments we make here in Geneva. We must take the steps necessary to ensure that intellectual property rights are respected and enforced. This is not an easy task!
- I would also like to endorse some of the statements made by the business leaders who have preceded me.



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- Gerd, I agree that one important point we should look at more closely is the demand side for counterfeit products. As long as the demand for pirated goods exists, we will not be able to successfully solve the problem. Insufficient awareness of the consumers in relation to the dangers of counterfeits as well as their inability to identify counterfeit products makes them buy the pirated goods, knowingly or unknowingly.
- Ann, we agree that criminal laws against counterfeiting should be harmonized internationally. We agree that more needs to be done to address the transshipment of counterfeit goods through free trade zones. And we agree that all governments must enact and enforce enforcement laws.
- In many places we have the letter of the law, but we must urge enforcement of the spirit of the law.
- How many times have we heard – from governments themselves – that the reasons for the explosion of counterfeiting stem essentially from high profits and comparatively low risks involved.
 - High profits are achieved through IP theft – stealing.
 - Low risks mean that there are no penalties – or the thieves are not afraid of the penalties.
 - In both cases, I can not think of better reasons for governments to strengthen their law enforcement.



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On BASCAP

- A few words now about BASCAP.
- As some of you know, yesterday, we held the meeting of our Global Leadership Group.
- Our meeting was held between WEF and the Congress – to provide business leaders to address our strategic actions over the next year.
- Our agenda focused on future priorities, and I would like to briefly share these with you:
 - BASCAP will coordinate the development of a global public information and education campaign and play a central coordinating function to leverage the global business community's network of media outlets to achieve the broadest public dissemination.
 - BASCAP will create a series of reports on the economic and social harms of C&P to more strongly communicate the link between IPR protection and sustainable development and economic progress.
 - Only when policy-makers understand the full economic and social costs of counterfeiting and piracy can we expect IP enforcement to become a priority on government agendas.
 - BASCAP will create an index of country-by-country performance on key elements of an effective IP protection regime so as to demonstrate where governments can make improvements.
 - BASCAP will invite G8 and APEC representatives to public workshops on implementing priorities in member nations.
 - And we look to build upon our partnerships with Michel, Ron and Kamil. Representing the broad, global voice of business, BASCAP will play a more active role in coordinating business input to and support of the many IGO-led initiatives that depend on greater engagement by businesses.
 - BASCAP will develop a set of good corporate practices and encourage global endorsement.



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On GBLAAC

- Finally, I would like to follow up on Gerd's announcement to you this morning.
- I would like to personally welcome the GBLAAC companies to BASCAP. This unification represents a major combination of resources and expertise in the global fight against counterfeiting and piracy.
- In announcing a bigger and stronger global business voice on counterfeiting and piracy, I would also like to invite the audience to thank Gerd, Bill Dobson and all the GBLAAC companies for their effectiveness in raising the harms of counterfeiting to the highest levels of public attention.
- You have a long-list of achievements to be proud of – not the least of which has been your essential support of the Congress.
- These achievements will become central elements of an expanded BASCAP work programme, designed to increase public and political awareness and compel government action and the allocation of resources towards improved IPR enforcement.

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