

**Gerhard Bauer, INTA President
Opening Remarks**

**Sixth Global Congress on Combating Counterfeiting & Piracy
Building Respect for IP: Sustainable Solutions for a Global Problem
Paris, France**

February 2, Cite des Sciences

Distinguished colleagues and guests, on behalf of the International Trademark Association, I am honored to address and welcome you to the Sixth Global Congress on Combating Counterfeiting and Piracy – a forum that continues to be an important channel for addressing how to more effectively work together to find stronger policy and best practice solutions in the fight against counterfeiting and piracy.

We have an impressive program for you over the next two days, which could not have been developed without the strong leadership of WIPO, the generosity of our French host, INPI, and the unfailing partnership of the rest of the Steering Group of which INTA is a part: INTERPOL, World Customs Organization and ICC BASCAP. Thank you: Director General Gurry, Secretary General Noble, Secretary General Mikuriya, Director General Lapierre and Secretary General Carrier for your support of the Sixth Global Congress.

I also thank our French dignitaries for addressing us today as it is well known around the world that France is a leader among governments in the fight against counterfeiting and piracy.

In today's interconnected world, counterfeiting is no longer isolated to one country, region, demographic or economic class. Fakes are accessible at the corner of the street or at the click of a mouse. As a result, counterfeiting has become a phenomenon that is hard to grasp in its pervasiveness and enormity, and even harder to control.

Time and time again, we have seen, heard of or read about the malicious effects of counterfeiting such as counterfeit consumer goods like toothpaste or shampoo that have inactive at best, toxic at worst ingredients in them; the breakdown of automobiles or other vehicles due to counterfeit spare parts; the ruination of legitimate businesses; or the discovery of organized criminals and terrorist groups using the proceeds of the sale of counterfeit and pirated goods to fund their activities. We may wonder exactly how many counterfeit products are being sold in the world today, but we cannot doubt the harmful impact of counterfeiting on economies, public health and legitimate businesses.

It is for these reasons that anticounterfeiting is a top priority for INTA. We strongly believe that governments at a national and international level must strengthen anticounterfeiting laws and enforcement, and cooperate more effectively. We have encouraged governments to work more closely with each other through international policy initiatives, such as the Anti-Counterfeiting Trade Agreement (ACTA), and we applaud interagency coordination of enforcement activities between countries.

We also believe that industry and other stakeholders have a critical role to play both in cooperating with government and working more effectively among themselves. I am pleased to say that INTA along with ICC BASCAP participated in a Leaders Summit yesterday of more than 30 associations to discuss how associations can better collaborate on specific projects. We came away from that meeting with some concrete next steps in the areas of: building public awareness, and continuation of the Business Response Group – a group of associations around the world that have provided industry input and support for the Anticounterfeiting Trade Agreement (ACTA). We look forward to further developing these plans with other committed partners.

The theme of this Global Congress is “Building Respect for IP.” During the course of the next two days, we will have valuable discussions on why and how building respect for IP is important to addressing counterfeiting and piracy, what are the best ways these problems can be addressed



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online, how enforcement of IP can be accomplished more efficiently and cost-effectively, and how customs and trademark owners can better cooperate to stop counterfeits at the borders, among other topics. For INTA and our members, these issues are of utmost importance in combating counterfeiting. We look forward to sharing our views with and learning from colleagues and Congress delegates. Thank you and I wish you all a productive Congress experience.

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