

Second Global Congress on Combating Counterfeiting and Piracy

Closing Remarks of Anne Gundelfinger President International Trademark Association

**November 15, 2005
Lyon, France**

Honorable Hosts
Distinguished Speakers
Ladies and Gentlemen

In the past two days we have heard more than three dozen presentations by leaders in government and industry. Many policy insights were shared at this Congress and important consensus points have been identified for the future direction of government and industry actions to curb counterfeiting and piracy. From INTA's perspective, there are some key points that I would like to emphasize:

First, there is the need for a strong public and private sector partnership to raise awareness across society about the threat posed by counterfeit products and thereby reduce demand for such products. Reducing demand through increased education and awareness, coupled with strong enforcement action against counterfeiters, will attack the problem from both sides and thereby help us gain ground against the bad guys. It will also reinforce the confidence of consumers in the value and benefits of trademarks.

On the supply side, we need to develop and implement an effective, coordinated and sustainable attack that will entail building comprehensive frameworks for mutual legal assistance, law-enforcement cooperation and technical assistance and training. Only then will it be possible to effectively prosecute and punish acts of trademark counterfeiting committed by those that often are connected to a nexus of transnational criminal groups.

And Finally, We need strategies to combat the shift from home grown counterfeits to sophisticated, international supply chain traffickers of counterfeit goods. Advanced systems will need to be established for tracking the export and trans-shipment of counterfeit goods so that evasions of customs can be traced back to their source of origin.

Although we have come to the end of this congress, we now have a stronger platform from which to continue our individual and joint efforts. The outcomes statement will serve as our guidepost. Let's rededicate ourselves to our mission to eliminate counterfeiting and piracy.

In closing and On behalf of International Trademark Association, I want to thank:

- Secretary General Nobel and Secretary General Danet for making this global congress possible;
- Ambassador Rita Hays who, on behalf of WIPO, has provided essential support to the development of this congress;
- The Steering Committee who made this global congress a reality;
- The speakers, panelists and participants whose enthusiasm and expertise has helped to identify new and very tangible action items for all of us to work on; and finally
- Sincere thanks to the Interpol Staff for their warm hospitality and superb organization in making this Second Congress a tremendous success.

Thank you for joining the Second Global Congress.