

European Observatory on Counterfeiting and Piracy: a helping hand for businesses

EUROCHAMBRES welcomed today's launch by the European Commission of a European Observatory on Counterfeiting and Piracy, aimed at improving efforts against infringements of Intellectual Property Rights (IPR) in the EU.

The phenomenon of counterfeiting is taking worrying proportions: for example, recent figures of the World Health Organization show that counterfeited medicines now account for 10% of the world medicines market, representing approximately €45 billion.

"We trust that the Observatory will give a helping hand to the fight against piracy, which is a major problem for European businesses and in particular smaller ones who, unlike multinationals, lack resources – time, people and money – to chase counterfeiters to an adequate extent," said Arnaldo Abruzzini, EUROCHAMBRES' Secretary General.

It is crucial, however, that the Observatory is run in a coordinated way between Member States and the European Commission if it is to have a real impact. It should also benchmark best practices among stakeholders – business organisations, national administrations and other relevant associations – that can contribute to raising awareness among consumers and producers of the importance of not breaching IPR.

EUROCHAMBRES is strongly involved in anti-counterfeiting initiatives. It supports the negotiations on the Anti-Counterfeiting Trade Agreement (ACTA) and is a partner in the EU-funded programme "IPR Transatlantic Collaboration", which aims to increase public awareness in the European Union and the United States about issues related to intellectual property infringements. A two-day conference on IPR will be organised by project partners in Washington D.C. at the end of April.

Further information: Mr Paul Fournier, Tel. +32 2 282 08 53, fournier@eurochambres.eu
Press contact: Ms Guendalina Cominotti, Tel. +32 2 282 08 66, cominotti@eurochambres.eu
All our press releases can be downloaded from www.eurochambres.eu/content/default.asp?PageID=153
For further information on the "IPR Transatlantic Collaboration" project: www.ipr-policy.eu



































































