

Counterfeiting keeps on growing – ACTA urgently needed

On the occasion of a conference on Intellectual Property in Washington D.C. on 26-27 April, EUROCHAMBRES urged EU and US counterparts to step up negotiations for an Anti-Counterfeiting Trade Agreement (ACTA).

Statistics on the problem of counterfeiting are worrying:

- This illegal business represents at least US\$200 billion in terms of international trade.
- Fake drugs account for up to 60% of the total drug market in some countries.
- Some illegal businesses can produce a US\$0.70 DVD which can then reach a US\$9 selling price, reaching thus a profit margin which is even higher than the profit margins coming from selling for instance cocaine.
- The production costs for an average blockbuster movie are at US\$100 million while the reproduction costs are almost at zero.*

Commenting on these figures, EUROCHAMBRES' Secretary General Arnaldo Abruzzini said: *"These numbers confirm the need for more transatlantic action against annually increasing volumes of counterfeited and pirated goods mostly originating from China, Turkey and India. We hope that the ongoing ACTA negotiations will be revived, so as to conclude the agreement as soon as possible."*

The conference was part of the "IPR Transatlantic Collaboration", an EU-funded project on enhancing cooperation between the US and the EU in order to fight counterfeiting and piracy in third countries. The project is implemented through joint efforts of AT Consult, Austria Wirtschaftsservice, EUROCHAMBRES, the US Chamber of Commerce and Technopolis Group.

A comprehensive study on IP-related topics, which will incorporate the conference findings, is under preparation under the framework of this project and will be published by the end of June 2009.

*= OECD figures

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More information on the "IPR Transatlantic Collaboration" project www.ipr-policy.eu