



JOINT DECLARATION OF U.S., EUROPEAN, AND JAPANESE ORGANIZATIONS ON COUNTERFEITING, PIRACY AND IPR VIOLATIONS

Senior representatives from the US Chamber of Commerce, the International Intellectual Property Protection Forum (IIPPF, Japan), UNICE, and the International Chamber of Commerce met in Brussels on 14 and 15 February 2005 to discuss how the U.S., European, and Japanese business communities can work closely together to address the growing global threat of counterfeiting, piracy and IPR violations.

The representatives agreed that the scope and scale of global counterfeiting and copyright piracy are worsening. IPR violations severely undermine market order, and inflict serious harm on consumers and on virtually all industrial sectors worldwide: from consumer and industrial goods, textiles, medicines, autos and auto parts, food and beverages, and cosmetics to copyright works, including entertainment and business software, movies, music, and books.

In addition, representatives noted that the explosion of counterfeiting and copyright piracy exports is eroding the value of our companies' corporate investment in research and development, diminishing brand value and, in some cases, endangering public safety. This growing threat to the global economy, jobs, and consumer health and safety demands, now more than ever, that our business communities organize quickly and efficiently to address a global problem that has serious implications for economic growth.

The signatory business organizations have therefore agreed to join efforts to further cooperate and develop coordinated actions to address global counterfeiting, piracy and IPR violations via the following:

- Establishing an ongoing dialogue and network among our organizations that will focus initially on exchanging timely information among our corporate and association stakeholders.
- Enhancing coordination, where appropriate, on policy messages being conveyed to our governments in an effort to achieve better coordination in their approaches to combating IPR theft.
- Exploring opportunities to raise global consumer awareness about the economic and public health and safety damage stemming from counterfeiting, piracy and IPR violations.

The signatory business organizations also recognized the usefulness of extending these cooperative efforts to include the expertise of additional regional/national business organizations; and thus will work with the ICC to include these other organizations in the dialogue addressing global counterfeiting, piracy and IPR violations.



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