



The Anti-Counterfeiting Group
Campaigning Against the Trade in Fakes



European and US industry welcomes EU-US Action Strategy for the Enforcement of Intellectual Property Rights

Vienna, 20 June 2006

E.U. and U.S. industries welcome the joint strategy agreed by Brussels and Washington to enforce intellectual property rights and clamp down on the global trade in counterfeiting and piracy, estimated to be worth 360 billion euros a year. Counterfeiting and piracy is not a victimless crime; this illegal activity endangers consumer safety, erodes the competitiveness of business and undermines the livelihood of everyone working in innovative and creative industries.

The "EU-US Action Strategy" is an urgently needed sign of political determination to combat counterfeiting and piracy which threatens the future of thousands of companies and millions of their employees. A wide range of sectors are affected by counterfeiting and piracy, including textiles, food, drink, pharmaceuticals and car manufacturing as well as music, film, television and software.

Industries on both sides of the Atlantic are hopeful that this joint approach by the E.U. and U.S. administrations will be effective in tackling this scourge for global business. A steady decrease in the levels of counterfeiting and piracy would strengthen demand for European and American brands and cultural products and also reduce health and safety risks for consumers.

Efficient and effective intellectual property enforcement would not only work to the benefit of developed countries. The economies of many developing countries depend on inward investment for the manufacture of products based on intellectual property. This much-needed investment is seriously threatened by counterfeiting and piracy.

The "EU-US Action Strategy" will provide a structure in which the two administrations can identify and act on specific common projects with the support and involvement of industry. Industry is ready to provide technical expertise and promote the sharing of information and best practice. Companies on both sides of the Atlantic are also ready to play their part in raising public awareness of the risks associated with counterfeited and pirate products, while taking care not to undermine consumer confidence.

ACG - Anti-Counterfeiting Group, UK

AIM - European Brands Association

APM - Anti-Counterfeiting Group, Germany

BSA - Business Software Alliance

Colipa – The European Cosmetic, Toiletry and Perfumery Association

EFPIA - European Federation of Pharmaceutical Industries and Associations

GMA - Grocery Manufacturers Association, US

IACC - International AntiCounterfeiting Coalition, US

ICC / BASCAP - International Chamber of Commerce / Business Action to Stop Counterfeiting and Piracy

IFPI - Representing the Recording Industry Worldwide

IFSP - International Federation of Spirits Producers

IMPA - International Music Publishers Association

ISFE - Interactive Software Federation of Europe

IVF - International Video Federation

MARQUES - Association of European Trade Mark Owners

MPAA - Motion Pictures Association of America

RIAA - Recording Industry Association of America

TABD - TransAtlantic Business Dialogue

UNICE - Confederation of European Business

US Chamber of Commerce