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The role of associations in innovation and IP
protection

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BUSINESSEUROPE: 39 members in 33 countries

							
Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic	Denmark	Denmark
							
Estonia	Finland	France	Germany	Germany	Greece	Hungary	Iceland
							
Iceland	Ireland	Italy	Latvia	Lithuania	Luxembourg	Malta	The Netherlands
							
Norway	Poland	Portugal	Portugal	Romania	Rep. San Marino	Slovakia	Slovenia
							
Spain	Sweden	Switzerland	Switzerland	Turkey	Turkey	United Kingdom	



What is BUSINESSEUROPE?

BUSINESSEUROPE



- ✓ Is the Confederation of European business, representative of more than 20 million small, medium and large companies
- ✓ Social partner

Mission

- ✓ „Actively promote and represent business in Europe“
- ✓ „Advocate favourable and competitive business environment to foster sustainable economic growth“

Purpose

- ✓ Influence EU policies to create a business-friendly environment

Pillars

- ✓ Members FIRST
- ✓ Staff: about 45 persons
- ✓ Alliance for a Competitive European Industry
- ✓ European Employers Network



PRIORITIES IN THE FIELD OF IP

- Support EU innovation through improved legal framework for IPRs (patents, trademarks, designs, copyright);
- Promote international patent law harmonisation to reduce costs for users and enhance legal certainty;
- Ensure strong and effective enforcement of IPRs;
- Efficiently implement the TRIPs Agreement at worldwide level;



CURRENT CHALLENGES IN EUROPE

- High patent costs, notably because of translations :
EPC patent 32,200/US patent 10,250/Japanese patent 5,460;
- Need to: → reduce patent costs – ratifying London Agreement;
- No common litigation system to enforce European patents;
- Need to : → increase legal certainty by setting up a common litigation system for patent enforcement in Europe;
- No single patent for the EU (Community Patents);
- Need to: → agree on an effective EU instrument (Community Patent);



ROLE OF IP FOR SMES

- BUSINESSEUROPE considers IP a key asset for SMEs;
- Main actions:
 - ➔ Efforts to improve the current patent system in Europe in terms of costs and legal certainty;
 - ➔ Guide on IP for SMEs: highlight the importance of IP for the business development of SMEs – explain basic IP rights;
 - ➔ Advocate the benefits of IP for SMEs through European SMEs success-stories to EU policy makers;



ROLE OF BUSINESSEUROPE IN IP BODIES

- BUSINESSEUROPE only European organisation representing users to the Administrative Council of the European Patent Office (EPO) and other EPO bodies;
- BUSINESSEUROPE also takes part to the Users' Group meetings in the Office responsible for registering Community Trademark and Community Designs (OHIM) in Alicante, Spain;
- Role: → convey users' position on how to improve functioning of IP system in Europe
- Regular bilateral contacts with EPO/OHIM;



INTERNATIONAL COOPERATION

- Industry trilateral brings together business representatives from Europe, Japan and USA: BUSINESSEUROPE, JIPA, IPO/AIPLA;
 - Priorities: support harmonisation of substantive patent law, promote a common standard for patent applications;
 - Industry trilateral has established a contact with the three main patent offices (EPO, USPTO, JPO);
- ➔ Progress on discussions regarding a common standard for patent applications;



PRIORITIES IN IPR ENFORCEMENT

- Completion of EU legal framework to improve IPR enforcement:

Priorities: → implementation of enforcement directive,
adoption of criminal sanctions
directive;

- Reinforce action at international level;
- Strengthen customs action;



EXAMPLES

- EU-China IP Dialogue/Working Group meetings:
 - ➔ BUSINESSEUROPE provides industry's input;
- IP Dialogues with Russia and Ukraine;
- EU-US IP Dialogue:
 - Adoption of a Joint Action Strategy with concrete deliverables;
 - BUSINESSEUROPE input to the Joint Strategy;

