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### **BUSINESSEUROPE JOINS LEADING JAPANESE AND US BUSINESS ASSOCIATIONS IN CALLING FOR HIGHER GLOBAL STANDARDS OF IPR PROTECTION AND ENFORCEMENT**

Responding to the recent announcement of the United States, Japan and the European Union to seek negotiations for a new multilateral trade agreement to fight against counterfeiting and piracy, the U.S. Chamber of Commerce, BUSINESSEUROPE, and the International Intellectual Property Protection Forum (IIPPF, Japan) expressed strong support at the third annual Trilateral Intellectual Property (IP) Roundtable in Tokyo, Japan for a comprehensive and ambitious agreement that will invigorate the fight against the global proliferation of intellectual property rights (IPR) infringements.

Representatives agreed that business communities and governments world-wide, in bilateral and multilateral fora, must increase their efforts to better address global counterfeiting and piracy, which poses a growing threat to the health and safety of consumers and to the sustainable development of the world economy.

Industry representatives expressed the need to develop an enhanced framework for cooperation that includes sharing of best practices, information exchanges, collaboration on joint technical assistance, and development of policy recommendations for IPR protection and enforcement. Our organisations agreed to collaborate and develop coordinated actions to combat global counterfeiting, piracy, and IPR violations via the following:

- Provide a joint submission calling for early realisation of a common, high standard of IP enforcement in the Anti-Counterfeiting Trade Agreement (ACTA);
- Assist the customs agencies of the U.S., Europe, and Japan in creating guidelines that strengthen coordination between officials and rights holders in authenticating suspect goods at ports of entry;
- Deepen private sector collaboration with our governments to facilitate the effectiveness of technical assistance, judicial training, and rule of law programs to improve public awareness, protection, and enforcement of IPR in a number of critical countries, including China, India, and Russia;
- Lead robust industry delegations to participate in the second annual Global Forum on Innovation, Creativity and IPR, which will take place in Mumbai, India on February 26-27, 2008.

#### NOTE TO THE EDITOR

BUSINESSEUROPE – the Confederation of European Business represents more than 20 million small, medium and large companies. Active in European affairs since 1958, BUSINESSEUROPE Members are 39 central industrial and employers' federations from 33 countries, working together to achieve growth and competitiveness in Europe.

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