

## PRESS RELEASE

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### **EUROPEAN, JAPANESE AND U.S. BUSINESS CALL FOR COMMON ACTION TO BOOST GLOBAL IPR STANDARDS**

Representatives of BUSINESSEUROPE, the International Intellectual Property Protection Forum (IIPPF, Japan) and the U.S. Chamber of Commerce met in Brussels to discuss how business and governments together can further advance global IPR protection and enforcement.

European, Japanese and U.S. business call for a successful conclusion of the Anti-Counterfeiting Trade Agreement (ACTA) negotiations. ACTA must provide an ambitious and comprehensive framework to invigorate the fight against the global scourge of counterfeiting and piracy that remains a big threat to innovation, health and safety of consumers and sustainable development.

Industry is increasingly concerned about counterfeiting and piracy problems in the online environment and urges governments, rights holders, internet service providers and online platforms to work closely together towards solutions which take into account all parties, including consumers.

Vigorous and coordinated action is also needed to deal with the emerging abuse of compulsory licensing and the erosion of IPRs that impact on a wide range of diverse industries.

Furthermore, the three organisations welcome yesterday's announcement of a comprehensive European anti-counterfeiting and anti-piracy plan that includes a European observatory on counterfeiting and piracy, and look forward to its implementation. The three organisations expect enhanced action to strengthen IP rights and the rule of law that underpins innovation.

The Trilateral cooperation of European, Japanese and U.S. business will continue to develop joint policy recommendations, sharing best practices, information exchange, and joint technical assistance collaboration.

#### 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 40 central industrial and employers' federations from 34 countries, working together to achieve growth and competitiveness in Europe.

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