



Round Table on The Impact of Counterfeiting
and Piracy on SMEs

DG Enterprise and Industry
IPR Initiatives Update

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Context: Industrial Policy & Competitiveness

Background: increasing EU **Customs seizures**, size and proportion of world trade, greater than many national economies, stakeholder reports

Consequences: effect on **competitiveness**, other societal risks (health, safety, employment, tax, innovation, etc)

Response: **analysis** of problem, **support** where market failure



Selected DG Enterprise and Industry IPR Activities

Analysis economics, perceptions, pilot seminars

Best practices projects: across Member States,
candidate countries

Business support measures

- IP-Base project (awareness, enforcement support network: common toolbox, local strategies)
- China IPR SME Helpdesk



Business Support: China IPR SME Helpdesk

- First line **advice**
- **Training and materials**
- Internet-based **guides** and **information kits**
- Links with EU associations and other EU projects
- Co-ordinate with MS and US initiatives
- www.china-iprhelpdesk.eu

Analysis

Q: Why do SMEs fail to cope with IPR abuses?
Can existing support measures help SMEs?

A: SME perceptions

- Common fallacies = apathy, ignorance, fatalism, fear
 - ‘IPR is not for us’: expensive in money, people, time
 - ‘Can’t be used in other markets’
 - ‘I’m already protected’ (at home...)
- Support for SMEs is patchy
- Counterfeit sources: China, EU MS



Study – 1st level recommendations

- Changes in **attitude**:
 - wake-up call to **SMEs: integrate in business management**
 - promote public ‘**zero tolerance**’ attitude
- Changes in **support to SMEs**: training, help-desks
 - improve IP **use and management**
 - improve **communication** between firms and IPR enforcement authorities
 - raise **awareness** about sources of support

Best Practice Project on IPR enforcement support measures

Network of IPR **enforcement** experts, public and private

Expected results:

- Improved catalogue of SME support measures (web-based)
- Benchmarking: ‘best’ practices or ‘good’ ones?
- Policy recommendations: final conference March 2009



Best practice – interim recommendations

- Overarching issues
- Information provision & training
- Professional services, funding, evaluation
- International liaison services
- Public access & co-ordination



Thank you for your attention!

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