OBSERVATORY ACTIVITIES

ETICS Advisory Committee

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EUIPO
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THE OBSERVATORY IS A NETWORK

• 28 Member States
• 61 European and international associations and private sector
• 7 Associations representing consumers and civil society
• 10 MEPS
• European Commission (GROW, TAXUD, TRADE, CNECT, OLAF, JRC)
• EU and International organisations (Europol, Eurojust, EPO, WIPO, Interpol, WCO)
ACTIVITIES

- Quantification
- Comprehension
- Actions
MAIN OUTPUTS

• Studies
• Reports
• Tools
Comparing the results for the EU with those of a USA study* reveals that the contributions of IPR-intensive industries are similar.

*undertaken by the US Patent and Trademark Office

Comparision with the USA

<table>
<thead>
<tr>
<th>Employment</th>
<th>GDP</th>
<th>Remuneration</th>
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<tbody>
<tr>
<td>Europe</td>
<td>26%</td>
<td>39%</td>
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<tr>
<td>USA</td>
<td>19%</td>
<td>35%</td>
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European citizens value IP:

96% of Europeans say Intellectual Property (IP) is important because it supports innovation and creativity by rewarding inventors, creators and artists for their work.

86% agree that protecting IP contributes to improving the quality of products and services.

69% of Europeans value IP because they believe it contributes to the creation of jobs and economic well-being.
LOSSES DUE TO COUNTERFEITING

Cosmetics and personal care

Clothing, accessories and footwear

Sports goods

Games and toys manufacturing

Jewellery and watches manufacturing

Handbags and luggage manufacturing

Total sales lost in the EU: € 63 billion
Total jobs lost in the EU: 673,000 jobs
Government revenues lost: € 11.5 billion
www.euipo.europa.eu

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Thank you