



Meeting of IP5 Heads and IP5 Industry (Tokyo, 1 June 2016)
Presentation of BUSINESSEUROPE

BUSINESSEUROPE at a glance

- We exist since 1958.
- 40 members in 34 countries.
- Representing small, medium and large companies.
- European social partner.
- Staff: about 50 persons.
- Strong champion for growth, competitiveness and job creation in Eurozone.

What we stand for

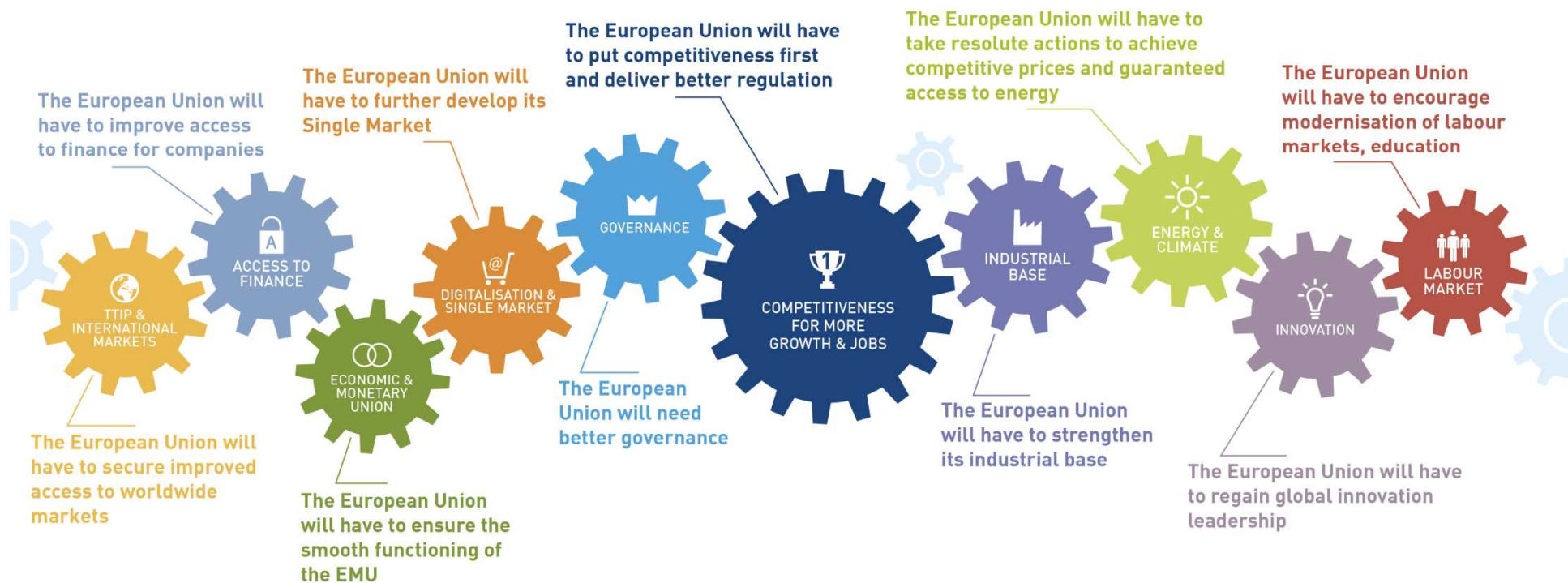
- We are not a purely focused IP organisation **BUT** a horizontal business organisation representing business views across the board. Our counterpart organisations in the US and Japan are the US Chamber of Commerce and Keidanren.
- Supporting innovation is high on the list of our priorities.
- And this is where our engagement on intellectual property (IP) is embedded.
- Apart from our participation to groups and meetings like the one today, our main focus is on engaging with the EU institutions, as well as European organisations like the EPO.

Priorities in the field of IP

- We are calling for a more strategic use of IP at EU level as a pillar of growth, innovation and competitiveness.
- Strengthening the IP tool box for European businesses by making for instance the Unitary Patent a reality alongside the EU trade mark and design.
- International patent cooperation (Trilateral/IP5 cooperation). Key objectives: timeliness, quality, cost-effectiveness;
- Fight against counterfeiting and piracy at EU/ international level also via networks like the European Observatory in Alicante and with all stakeholders.
- Ensure a modern, robust and balanced copyright protection system across the EU by means of the ongoing EU copyright reform to be soon presented by the Commission.

10 priorities to boost investment, growth & employment

10 PRIORITIES FOR 2014-2019



- ***Thank you for your attention!***