



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

# BUSINESSEUROPE at a glance

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- 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

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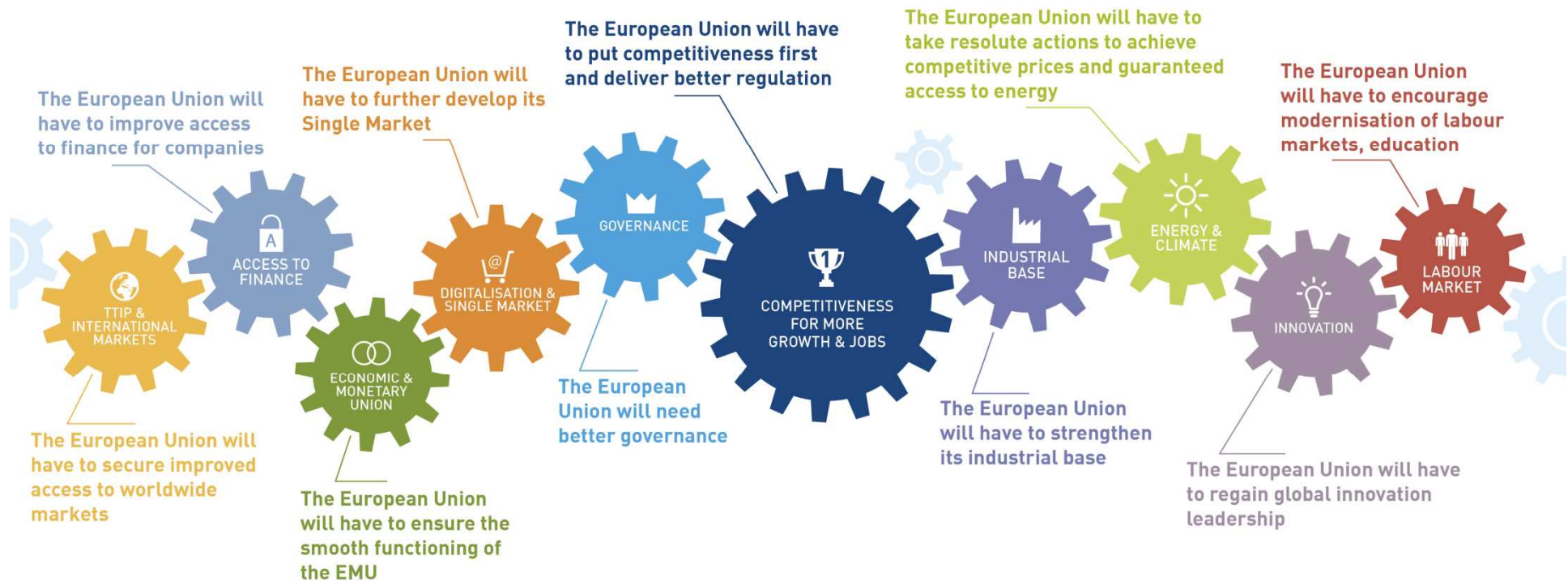
- We are not a purely focused IP organisation **BUT** a horizontal business organisation representing business views across the board. Our counterpart organisations in the US and Japan are the US Chamber of Commerce and Keidanren.
- Supporting innovation is high on the list of our priorities.
- And this 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!***