

# OBSERVATORY ACTIVITIES

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## ETICS Advisory Committee

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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**

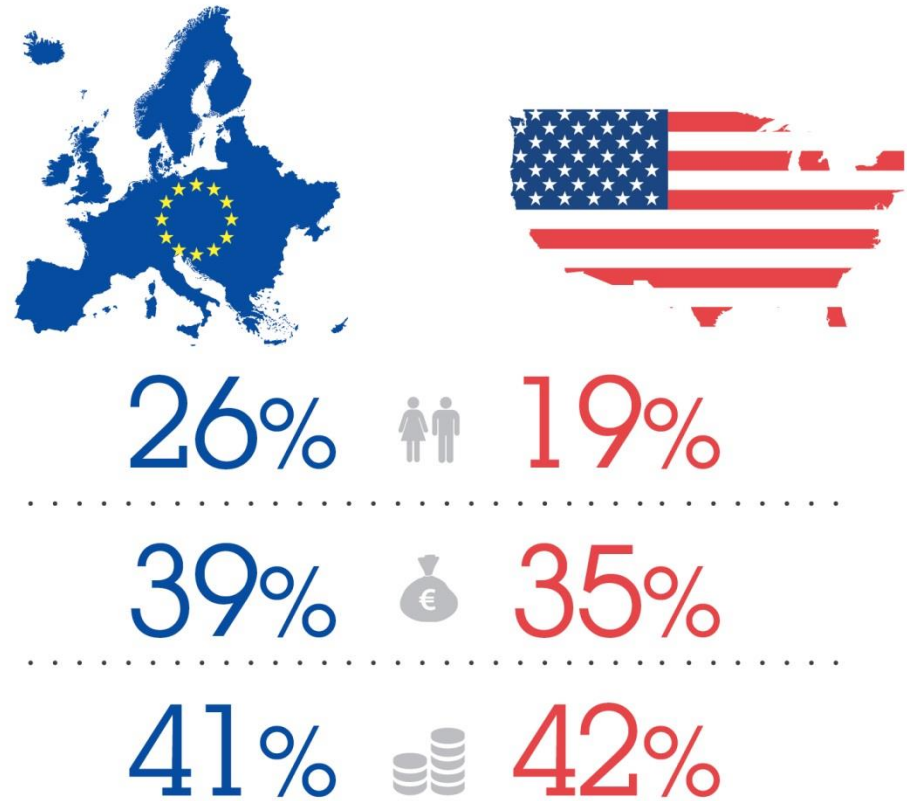
# COMPARISON WITH THE USA

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

-  employment
-  GDP
-  remuneration

- Europe
- USA



## IP PERCEPTION - MAIN FINDINGS OF THE REPORT

### 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**

# Tools and resources



**EDB**

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**ACIST**

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**ACRIS**

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Thank you