

**ECCIA calls for significant legislative proposals to strengthen the protection of EU citizens and businesses against the availability of illegal goods online**

ECCIA regrets that the evaluation of the Intellectual Property Enforcement Directive (IPRED) presented on 29 November by the European Commission in its “IP Package” didn’t lead to the revision of the current legal framework in order to tackle the proliferation of illegal goods online.

Recent studies have quite clearly shown the importance of the phenomenon and its growing scope. According to a recent OECD/EUIPO study<sup>1</sup>, 5% of all goods imported into the EU are counterfeit products. Another recent EUIPO study<sup>2</sup> found that 10% of EU consumers bought counterfeit products online unknowingly and 35% were not sure whether the products they purchased were genuine or not.

The constant growth of illegal goods online in the last years demonstrates that actions taken at EU-level, such as voluntary agreements, are not sufficient to create a safe and sustainable digital environment and that strong legislative measures are now needed to protect European consumers’ safety and businesses’ creativity and innovation.

Guillaume de Seynes, Chairman of ECCIA, stated:

*“ECCIA regrets that the publication of the IP package doesn’t fully address the strong concerns of businesses and consumers regarding the growing availability of counterfeit products online and its consequences on the European economy.*

*We call on the European Commission and Parliament to ensure through legislative proposals that all actors of the digital value chain – especially intermediaries – are truly and fully involved in the fight against illegal goods and contents online.”*

**About ECCIA**

The European Cultural and Creative Industries Alliance (ECCIA) is composed of five European cultural and creative industries organisations - Altagamma (Italy), Circulo Fortuny (Spain), Comité Colbert (France), Meisterkreis (Germany) and Walpole (UK) - who between them represent over 400 brands and cultural institutions.

Based on art, culture and creativity, our work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong export abroad. Our members strive for the highest quality in all they do, from products and services all the way to the experience offered to consumers.

**Contact**

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<sup>1</sup> OECD/EUIPO (2017), Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact.

<sup>2</sup> EUIPO (2017), European citizens and Intellectual Property. Perception, awareness and behavior.