

21 January 2013

## **Follow-up actions to the Commission's Staff Working Paper on High-End Industries (1<sup>st</sup> half of 2013)**

*ECCIA submission for proposed priority actions*

### **I. Legislative initiative planned by the European Commission – priority actions**

ECCIA strongly supports

1. Adopting a Commission proposal for a harmonized, compulsory, notice-and-takedown system for the removal of illegal content from the internet
2. Adopting a comprehensive Commission proposal for the revision of the EU Trademark system, including goods in transit within the scope of trademark protection and taking into account the specificity of the European high-end industries.

### **II. Non-legislative actions**

#### 1. Skills – Network of Schools for High-End Excellence

ECCIA proposes for the European Commission to launch and support a European network of schools active in training new generations to High-End skills, know-how and techniques. ECCIA believes that dedicated VET programs will support EU growth and jobs by preserving the High-End sector's excellence. A European network of schools, which cooperate with High-End companies and public authorities to answer employment needs and anticipate skills shortage, would give the necessary dynamic and visibility to this key issue.

#### 2. Authentic product = ethical purchase – IPR and Tourism

ECCIA proposes for the European Commission to use its European Tourism Policy Network (tour operators, travel agents, hotels, resorts etc) to organise an IP awareness campaign in tourist destinations, informing consumers of the dangers of counterfeit goods. As fake products are widely purchased in tourist destinations also within Europe, it is important to inform consumers of the societal, ethical, economic, and environmental consequences of purchasing counterfeit products, and the link between counterfeit products and organised crime.

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### 3. Securing competitiveness through IP – international conference

ECCIA proposes for the European Commission to organise a high-level international conference on the theme ‘Securing Competitiveness through IP’. The conference would be aimed at international, EU, and national public authorities, politicians, and private stakeholders. The conference would house discussions on new approaches to securing IP protection throughout the global chain of commerce and appropriate policy responses to new challenges to competitiveness in knowledge-based economies. High-level representatives of the European Commission, WIPO, WCO, and key European trading partners would be invited to speak.

### 4. Boosting tourism through visa facilitation

As up 50% of luxury goods sold in Europe are purchased by tourists, ECCIA proposes for the European Commission to continue its work on facilitating easier access to visas for third country tourists. The European Commission could rigorously enforce the EU Visa Code to ensure the correct implementation of the Visa Code by Member States' consulates (in areas such as time limits, supporting documents, multiple entry visas etc).

### 5. Accessing new markets

Launching negotiations towards a comprehensive Free Trade Agreement with Japan (covering all high-end product categories, aiming at elimination of tariffs and removal of non-tariff barriers), and progressing towards conclusions of trade negotiations with India and Mercosur.