

# Cabinet newsletter

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Dear Reader,

on 7th July, Vice-President Tajani delivered a speech at the first edition of "national counter-fakes day", held by Confindustria and sponsored by the Italian authorities. The aim of the event was to raise awareness among public institutions, enterprises and consumers of a really important issue for European industry. I believe that given the international dimension of the fight against counterfeiting all actions should be necessarily discussed at both national and European level.



Antonio Preto  
Head of Cabinet

The number of counterfeit goods confiscated between 2007 and 2008 has doubled, reaching the number of 180 million. The counterfeited goods represent a threat for enterprises, all citizens - as consumers - and public services.

Vice-President Tajani gave particular attention to the fight against counterfeiting, because it is a matter of competitiveness for the European industry. If the European Commission and the Commissioner responsible for industry and Entrepreneurship want to help reach smart growth, an efficient policy against counterfeiting is crucial. Furthermore this phenomenon has an impact on the EU's growth and jobs strategy.

As Vice-President Tajani pointed out: "our economy lacks jobs and growth: we know how to reach this growth, given that the most important sources of growth for us are creativity and innovation. How can we talk about knowledge economy if we do not make all the efforts to protect innovation?".

Our daily life of consumers is often compromised by fake electric equipments or counterfeited toys. For this reason, raising the awareness of consumers, who are the main actors of the markets, is paramount. Therefore Vice-president Tajani believes that establishing a national counter-fakes day is a great example to inform all citizens about this phenomenon.

The European Union has already taken some actions in order to fight against counterfeit, by enhancing border controls and by starting initiatives of collaboration

with third countries. Recently it has established the EU Observatory on counterfeiting and piracy. Furthermore the European Union has been negotiating an agreement to fight against counterfeiting at global level. However, it is paramount to give a boost to these processes not only by enhancing authorities' controls but also by providing enterprises with the tools to protect their own ideas and innovations.

Finally Vice-President Tajani recalled his strong commitment regarding an efficient and ambitious regulation on origin marking, linking the defence of "Made in" to the fight against counterfeiting.