

Market Surveillance to Protect Innovation

§ Hänel stands for free and fair global competition

§ Competition is important for our customers and for innovations

§ Fair competition also means mutual respect for others and compliance with regulations

§ Market surveillance must not end at the borders of the EU – intellectual property has to be protected worldwide, for example when companies operate outside the EU or companies from emerging markets try to enter the EU market.

§ Some of these regulations are violated, occasionally in the EU but mainly in the emerging markets due to intercultural differences

Market Surveillance to Protect Innovation

Our own activities:

- § Protection by means of patents, trade marks, brand names
- § Promoting and demanding an international product standard
(EU Machinery Directive / EN15095)
- § Compliance with the relevant EU regulations (health & safety, environment, EMC, etc.)
- § Legal clarification within the EU by our own lawyers of the limits of slavish imitation

Damage:

- § Damage to R&D in cases of slavish imitation, demotivation of companies
- § Damage to a company's name or an industry, safety hazards, job cuts, spiraling costs
- § Damage to economic performance and therefore also to employment potential
- loss of jobs

Market Surveillance to Protect Innovation, Safety and Employment

Measures :

More support from the EU, i.e. activities in :

§ intercultural exchange, particularly outside the EU

§ developing a global approach to things, i.e. market surveillance within the EU is not enough

§ long-term safeguarding of European interests, especially in the emerging markets

§ If market surveillance in the EU is to work, we need
INTERNATIONAL RULES for protecting our intellectual property
(innovations)