



Member of the European Parliament
European Parliament
60 Rue Wiertz
B-1047 Brussels
BELGIUM

17 September 2019

Re: BUSINESSEUROPE's Strategy Paper "Intellectual Property Priorities for the next political cycle"

Dear Member of the Committee on International Trade,

We have the pleasure to share with you the recently published BUSINESSEUROPE Strategy on Intellectual Property for the next political cycle.

In a world where intangibles have become by far the biggest asset, more than ever IP is a fundamental tool to drive innovation, growth, competitiveness and job creation in Europe. IP-intensive industries generate about 42% of EU GDP translating into 28% of all jobs in the EU.

EU businesses are facing intense competition from third-country competitors and need a level playing field, i.e. the same IP standards worldwide to apply. To ensure that this competition is fair, the EU should maintain a strong, high-quality and coherent IP strategy when it comes to discussing any bilateral trade agreements, as well as possible revisions of WTO rules. Strong and harmonised IP standards should be guaranteed in any attempts to reform bilateral and multilateral trade agreements. In addition, the fundamental principles laid down in the TRIPs agreement must remain a priority and the EU should be engaged in promoting TRIPs implementation and benefits.

This Strategy Paper proposes a comprehensive EU strategy on IP for the coming legislature which defines the main priorities – general and with respect to each IP right and knowledge shared asset – later complemented by concrete ideas for action and key recommendations to help IP deliver its well-recognised benefits to companies, citizens and the society at large.

We hope that you will find our Strategy Paper useful and trust to remain in contact with you on these important matters.

Yours sincerely,



Markus J. Beyrer