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### **TABD welcomes Anti-Counterfeiting Trade Agreement initiative**

The TransAtlantic Business Dialogue (TABD) welcomes the initiative announced yesterday, both by US Trade Representative Susan Schwab and EU Trade Commissioner Peter Mandelson, to negotiate a new Anti-Counterfeiting Trade Agreement (ACTA) with main trading partners like Japan and Korea. The objective of ACTA is to enhance international cooperation on the global enforcement of intellectual property rights, which has been a long-standing priority of the TABD.

A new international anti-counterfeiting agreement would build on the successful EU-US cooperation to enforce intellectual property rights enforcement. The TABD and its EU-US IPR working group therefore sees this initiative as a welcome step to build a legal framework and enhance international cooperation. We view the ambition to encourage advanced developing countries to sign up to ACTA by means of offering technical assistance, as particularly important to combat counterfeiting on a global scale.

Counterfeiting and piracy leave consumers vulnerable to substandard and unsafe products and affect the capacity of companies to invest in R&D, which is critical to economic growth. We applaud the efforts of the EU, US, Japan, Korea and other Governments to promote a strong international legal framework to combat counterfeiting and enforce intellectual property rights both within their borders and in third countries. The ACTA will do much to protect public health and safety and ensure competitiveness.

### **About the TransAtlantic Business Dialogue**

The TransAtlantic Business Dialogue (TABD) is a group of Chairmen and Chief Executives from 30+ American and European companies operating in the United States, Europe and globally. Originally convened by the U.S. Department of Commerce and the European Commission in Seville in 1995, the TABD is a unique and effective mechanism for enhanced co-operation between the transatlantic business community and the governments of the US and EU. The TABD's current co-Chairmen are Martin Broughton (British Airways) and Charles Prince (Citigroup)

The TABD's primary goal is to help establish a barrier free transatlantic market (BFTM) with the freest possible exchange of goods, services and capital between the EU and US. The TABD advocates global trade liberalization as a means to greater prosperity for all countries, which in turn will help stimulate innovation, investment, economic growth, and job creation.

The TABD meets twice a year, during the annual U.S.-EU Summit, and at the World Economic Forum's annual meeting in Davos, Switzerland.

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