

## MESSAGE FROM ICC SECRETARY GENERAL JEAN-GUY CARRIER

As government officials gather in Moscow this week for the *International Forum on Anti-counterfeiting 2012*, business leaders have also come together to share policy priorities and emphasize that efforts to stabilize the economy and stimulate economic growth, trade and employment must include the critical and pervasive role that intellectual property rights (IPR) protection plays in driving, innovation, development and jobs.

The International Chamber of Commerce (ICC) is here to participate in this seminal event, and we will be represented by our BASCAP initiative (Business Action to Stop Counterfeiting and Piracy) and many of our member companies. Collectively, we commend the organizing committee and the Government of the Russian Federation for providing a forum to address the critical need to stop counterfeiting and piracy.

The conference comes at an important time and provides an opportunity to explore Russia's participation in the WTO Agreement on Trade-related Aspects of Intellectual Property Rights, including the critical role of IPR enforcement. Russia's adoption of TRIPs will be a significant boost to the fight against counterfeiting – here in the Russian Federation and worldwide.

The massive infiltration of counterfeit and pirated goods creates an enormous drain on the global economy – crowding out billions in legitimate economic activity and facilitating an "underground economy" that deprives governments of revenues for vital public services, forces higher burdens on tax payers, dislocates hundreds of thousands of legitimate jobs and exposes consumers to dangerous and ineffective products. For business, these effects lead to greater risk, lower returns on investment, and less job creation.

Government efforts to strengthen IP enforcement regimes should therefore not be considered costs, but rather investments that pay tangible dividends to economic development and society. Now is the time to increase, not decrease, the resources committed to stopping the illegal trade in counterfeits and piracy.

On behalf of the International Chamber of Commerce, I offer my best wishes for successful and productive event.

Sincerely,



Jean-Guy Carrier  
Secretary General  
International Chamber of Commerce