



Mr José Manuel Barroso
President of the European Commission
200 rue de la Loi
1049 Bruxelles

2 April 2009

Dear President,

In the context of the current crisis, the undersigned organisations, representing Europe's innovative and creative industries would like to raise their concern that not enough is being done to boost Europe's innovation. Growth, welfare and job creation are at stake.

Innovation and creativity need to be supported by a strong and effective intellectual property system and in the current economic environment we believe it is high time for Europe to rethink its approach towards intellectual property.

We have appreciated the efforts of various European Commission services to improve intellectual property protection in Europe and in the world. However, in the last few years we have been witnessing a growing trend towards lowering intellectual property standards and we are concerned about the negative impact this trend is having on Europe's ability to enhance its position in the innovation race.

Europe's main trading partners have shown a deeper understanding of the link between intellectual property and innovation and developed strategies for synergy in these areas. They have given to IP a high political recognition, as a pillar of innovation. Japan's "IP-build Nation" strategy directly led by the Japanese prime minister has produced positive results on innovation. The U.S. strategic plan for intellectual property that includes appointment of a high-level IP coordinator is a strong component of U.S. creativity and innovation policy and trade diplomacy.

In the context of the appointment of a new Commission, we would like to invite you to reflect on how to define a more strategic and integrated EU vision for intellectual property.

We would like to offer some ideas for further consideration including appointing a high-level person with the requisite qualifications, expertise, necessary resources and

powers to lead the overall EU Intellectual Protection coordination and be the IP champion within the Commission.

Creation of this position, reporting to you directly or the Secretariat General of the Commission could be a first step to reinforce the overall intellectual property strategy of the European Union.

Representatives of the undersigned organisations would be willing to provide their assistance for this proposal and would be happy to discuss those ideas further with you.

Thanking you in advance for your reply,

Yours sincerely,



Philippe de Buck
BUSINESSEUROPE



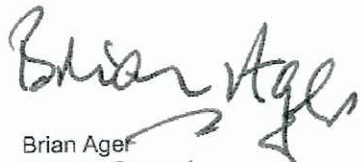
Mr Ivan Hodac
ACEA



Mr Alain Galaski
AIM



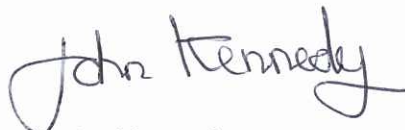
Mr Alain Perroy
CEFIC



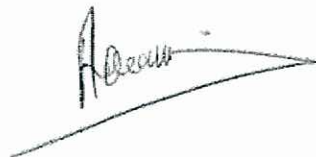
Brian Agef
Director General



William Lukin
Directeur Général
EURATEX



Mr John Kennedy
Chairman and CEO IFPI



Mr Adrian Harris
ORGALIME