

An ICC initiative

BASCAP

Business Action to Stop Counterfeiting and Piracy



International Chamber of Commerce
The world business organization

www.iccwbo.org/bascap

Promoting the safeguard of intellectual property worldwide

Recognizing that the protection of intellectual property rights (IPR) is vital to sound economies and the health and safety of consumers, the International Chamber of Commerce (ICC) established BASCAP to take a leading role in the fight against counterfeiting and piracy.

BASCAP unites the global business community to more effectively identify and address intellectual property rights issues and petition for greater commitments by local, national and international officials in the enforcement and protection of IPR.

The work of BASCAP aims to:

- Increase awareness of counterfeiting and piracy activities and the associated economic and social harm
- Compel government action and the allocation of resources towards improved IPR enforcement
- Create a culture change to ensure intellectual property is respected and protected

BASCAP speaks out on the damage caused by counterfeiting and piracy, including:

- Loss of lawful employment opportunities
- Danger to consumer health and safety
- Loss of innovation and poor product quality
- Financial links to organized crime
- Reduction of tax base
- Limited technology transfer



"Only when policymakers understand the full economic and social costs of counterfeiting and piracy can we expect IP enforcement to become a priority on government agendas."

Guy Sebban, Secretary General,
International Chamber of Commerce

Gathering information, improving transparency and exchanging intelligence

Information on counterfeiting and piracy is often widely scattered and difficult to find. BASCAP has developed a range of tools to improve this situation – pulling together existing information, generating new sources of reliable data and facilitating the exchange of information among industry players, government, policymakers and enforcement officials.

Information clearinghouse

The BASCAP information clearinghouse consists of four innovative gateways that put the most useful information and relevant contacts at the fingertips of those working to fight against counterfeiting and piracy.

- **Country gateways** offer critical intelligence on a country-by-country basis, tracking developments in real time across borders and business sectors. These searchable gateways include contact information for government agencies, officials and other actors; legislative initiatives and enforcement activities; information and statistics; and recent news.
- In an effort to share lessons learned from one sector to another, **sector gateways** serve as the initial portal for locating counterfeiting and piracy information on a product sector. Each gateway features basic facts, the latest reports and sector-specific studies as well as information on enforcement activities and an index of those working on the issues.
- The **brand protection directory**, developed in partnership with the ICC Counterfeiting Intelligence Bureau, informs interested parties of measures the business community can take to protect its own brands through investigation or use of anti-counterfeiting technologies.
- The **connections gateway** identifies who is working on IPR protection issues and in what capacity, allowing actors to better coordinate and avoid duplicating efforts.

“ Too frequently, the fight against counterfeiting and piracy gets downplayed as just being about movies and music. But every other industry is lined up right behind us. At risk is every sector of our economy where creativity, innovation, and invention drive the creation of economic value and of high-wage jobs. This issue needs to be moved up on the agenda of every business leader, every trade organization, and every policymaker. ”

Bob Wright
Vice Chairman and Executive Officer, GE
Chairman and CEO, NBC Universal

Global survey on counterfeiting and piracy

BASCAP's global survey on counterfeiting and piracy is a business perceptions-based survey designed to highlight areas that deserve greater attention within national intellectual property protection programmes and to measure progress in countries' efforts to tackle counterfeiting and piracy. The survey is a collaborative effort between ICC and the City University of London, Cass Business School.

Intelligence reports

BASCAP intelligence reports provide daily statistics on counterfeiting and piracy incidents, identifying brands involved, country locations and seizure values – collectively closing the gap between what is measurable versus estimated. In addition to the daily reports, monthly summaries list and compare incidents among sectors.

Case study database

Although awareness of counterfeiting and piracy is growing, the breadth of the problem and its impacts are much more damaging than is currently understood. The BASCAP case study database is a first-ever attempt to catalogue thousands of reports, facts and experiences that clarify the need for better IPR enforcement and deepen public understanding of the harm counterfeiting and piracy impose on the greater society.

This information and other BASCAP resources can be found at:
www.iccwbo.org/bascap.

“Not only does unfair competition from counterfeiting and piracy worldwide drain billions annually from the ‘virtuous circle’ of economic growth that intellectual property generates, but we are particularly concerned about the risks for consumers from unsafe counterfeit products. We urge the assistance of governments to curb the proliferation of counterfeit products.”

Peter Brabeck-Letmathe
Chairman and CEO, Nestlé

Influence where it counts

Uniquely positioned to combat counterfeiting and piracy at the global level, BASCAP has direct access to national governments through ICC's 90 national affiliates and its members in another 40 countries. In addition to ICC's international reach, BASCAP benefits from ICC's diverse base of member companies and associations of all sizes and from all sectors.

The UN and other intergovernmental organizations

ICC's high-level consultative status with the UN and its agencies, and its unrivalled history as a global business advocate, give BASCAP a well-established platform for reaching policymakers. Promoting greater cooperation to address counterfeiting and piracy among countries through intergovernmental forums is a critical focus of BASCAP communications and education efforts.

- **Global Congress to Combat Counterfeiting and Piracy** BASCAP works with Interpol, the World Intellectual Property Organization (WIPO), the World Customs Organization (WCO), and other concerned business groups to bring the major players together to share strategies, set priorities and compel action.
- **G8 ICC** provides business input into the annual G8 Summit and succeeded in elevating IPR enforcement onto the summit's agenda. BASCAP national affiliates have been working to encourage G8 countries to implement their leaders' commitments on increased IPR protection, offering BASCAP information resources to expedite the process.
- **WCO IPR Strategic Group** BASCAP joins other major industry representatives working with the World Customs Organization IPR Strategic Group to shape and implement the comprehensive WCO Action Plan to fight counterfeiting and piracy.

Media

BASCAP is implementing a multi-faceted public awareness campaign to enhance understanding of intellectual property theft and its consequences. Policymakers are targeted so they better understand the huge social and economic costs arising from counterfeiting and piracy.



“ Counterfeiting and piracy undermine the economic basis for technological advancement, and particularly in emerging economies, they can make it impossible for local technology industries to develop.”

Steven A. Ballmer
CEO, Microsoft

Global leadership

Cross-sector leadership


BASCAP recognizes that the single product, single sector approach to fighting counterfeiting is no longer effective. A cross-sector, cross-border approach is needed to emphasize that counterfeiting and piracy have virtually no limits. Moreover, a collective, cross-sector message to consumers and governments allows individual companies to convey the urgency of the problem without compromising consumer confidence in established brands.

Global Leadership Group

The Global Leadership Group (GLG) is a critically important aspect of BASCAP. It brings together more than 20 CEOs and senior corporate executives committed to safeguarding intellectual property. Capitalizing on their public profile, these leaders work individually and together to deliver BASCAP messages. Their efforts ensure that policymakers at the highest levels are aware of the far-reaching consequences of counterfeiting and piracy, particularly how these activities undermine investment in intellectual capital of all kinds.

Steering Committee

The Steering Committee consists of representatives appointed by members of the Global Leadership Group, ICC International Secretariat, and select developing country organizations and internationally representative industry organizations. They provide policy expertise and guidance on BASCAP operations and set implementation priorities and strategy.



“The ICC BASCAP initiative is a necessary engagement at a time when the creation and distribution of intellectual property has become a key driver of world economic growth. More urgently, spiralling economic losses extending from the growing theft of intellectual property compel us to act – now.”

Jean-René Fourtou, Chairman of the Supervisory Board,
Vivendi and Co-Chair, BASCAP

To learn more about membership in BASCAP,
please contact:

Jeffrey P. Hardy
Coordinator, BASCAP
E-mail: bascap@iccwbo.org



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