



Smart IP policies to boost Europe competitiveness

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European Commission

Croatian Presidency Conference

February 2020

Towards a new industrial strategy for Europe

- Key aims:
 - Transformation to green and digital economy
 - Economy working for people
 - Global competitiveness & strategic autonomy
- Horizontal tools
 - Single Market
 - Investment & Innovation
 - Global level playing field
 - Skills
 - SME's
- Strategic Value Chain / Industries Alliances

IP policies – Key objectives

Improving IP governance



Upgrading Protection

- Less fragmentation & red tape
- Fit for the digital / green economy



Global level playing field

- Regulatory convergence
- Fighting unfair practices



Facilitating access & sharing

- Data & key technologies



Improving IP literacy & commercialisation



Fighting IP theft

- Counterfeiting
- Piracy
- Cybertheft

Thank you



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