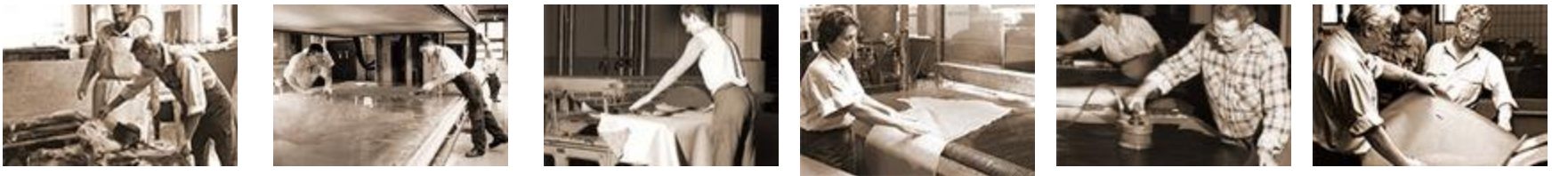




IPEuropeAware – Final Event



Towards improved IP Support Services for European SMEs



Madou Auditorium - Brussels, 9 February 2011

Gustavo Gonzalez-Quijano

Secretary General of COTANCE



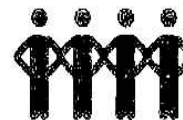
COTANCE

- Some 3000 Leather Producers in Europe
- Present in nearly all EU Member States
- About 50.000 direct jobs
- € 8 Billion Turnover + positive trade balance
- +/- 15% of Global Leather Sales
- Market destination (aprox.):
 - Footwear 50%
 - Leathergoods 15%
 - Clothing 3%
 - Car interiors 15%
 - Furniture 15%
 - Others 2%

Present structure of the EU leather industry



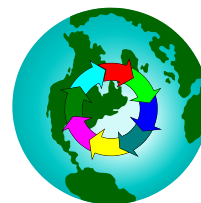
25,362 enterprises



408,280 employees



26.1 billions €ur



Extra-EU: 7.6 billions €ur

Intra-EU: 15.3 billions €ur

If we include the other leather manufacturing segments (upholstered furniture, garments, car interiors), the EU leather industry is estimated to be composed by more than 40.000 companies and 500.000 employees, with an estimated total turnover of 50 billions €

Breakdown of Main Sectors



1,813 enterprises



10,692 enterprises



12,857 enterprises



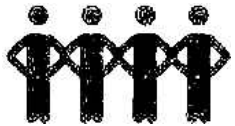
33,153 employees



83,409 employees



291,718 employees



Mainly SME's – Some big Brands

+/- 18.3 e/E



+/- 7.8 e/E



+/- 22.7 e/E



Risk: Deceptive practices



IPRs: Powerful defence



- Customs Protection
- Market surveillance
- Penal sanctions

IPs: Common SME mistakes

- Believing that the protection is worldwide.
- Mixing up company name, brand and trade marks.
- Believing that registering in one class, protection reaches all type of products & services.
- Believing that registration procedures & protection is identical in any country.
- Low level of knowledge on international protection systems.
- Not checking whether a mark is already registered and infringing other's rights.

The Guides: Sector evaluation

- The Guides help SMEs seize potential IP Business Opportunities fostering IP Awareness among Europe's SMEs in the leather & footwear industry.
- They look at IP from a business perspective & explain what IP based business performance can look like and what SMEs can do to avoid being copied & create value by using their IP.
- The Guides show how Trade Marks – notably Collective or Certification Marks - Design Rights or Patent Rights can be decisive business factors, based on product design, brand recognition or unique competitive advantage.
- The Guides offer 19 National Factsheets on IP & Sector Specific Case Studies.

Thank you!

For more information:

COTANCE

3, Rue Belliard

B-1040 Bruxelles

www.euroleather.com