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From:	General Secretariat of the Council
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Delegations will find attached, for information, the statement delivered on behalf of the EU and its Member States at the above-mentioned WIPO meeting.

**WIPO Advisory Committee on Enforcement (ACE)**

**18<sup>th</sup> Session**

**Geneva, 2 to 4 June 2026**

**Opening Statement by the EU**

Chair,

1. The European Union and its Member States would like to thank you, your Vice-Chair and the WIPO Secretariat for preparing this session of the Advisory Committee on Enforcement. We are confident that under your able leadership, a valuable platform for constructive and insightful exchanges of information, experiences and best practices, will be provided.
2. Intellectual property is a key driver of innovation, competitiveness and economic growth. Globally, the value of intangible assets amounted to USD 80 trillion in 2024. If we take the example of the EU, IP rights-intensive industries generate around 48% of the EU total economic activity. These industries also provide substantial benefits to workers, with IP rights-intensive industries paying significantly higher wages – around 40% higher – than other industries. Preserving IP, through efficient and effective enforcement means is therefore of paramount importance. Yet, innovators, creators, SMEs continue to encounter significant challenges when seeking to enforce their IP rights. Counterfeiters constantly adapt their methods and exploit new avenues when it comes to developing new ways to infringe IP rights. The impact of counterfeiting and piracy activities does not only affect IP rightsholders. Counterfeiting activities also come at high social and environmental costs. A recent EUIPO/OECD study showed for instance that counterfeiting activities are closely intertwined with forced labour.
3. This is why the European Union and its Member States continue to strongly support the Committee's mission. This Committee offers a unique opportunity at the international level for the exchange of information, practical experiences and good practices in combating counterfeiting and piracy. We believe that these discussions support WIPO delegations in identifying effective approaches to better fight counterfeiting and piracy activities.

4. We welcome the broad-ranging work programme and would like to already thank the delegations participating in the different sessions for sharing their experience and expertise. The work programme reflects the broad range of measures that can be undertaken at national and cross-national level to ensure a strong, effective and efficient fight against counterfeiting and piracy activities.
5. The EU will make a presentation on how soft law mechanisms can be used as a means to enhance IP enforcement policies. Fighting counterfeiting and piracy activities can be done by a myriad of different measures, including non-normative ones. Soft law measures always act as a good complement or even alternatives to legislative actions. These measures, in certain contexts, can provide flexible, dynamic and responsive solutions to address ever-changing counterfeiting and piracy trends and practices. By sharing our practices and experiences, we hope to further feed the discussions on how to improve the fight against counterfeiting and piracy activities, both at national and global level.
6. Chair, we look forward to hearing from and getting inspired by other delegations on how to continue working together toward a better and more efficient enforcement of IP rights worldwide. You can count on the EU and its Member States to constructively and fully participate in the work of this important Committee.

Thank you.

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