

## Executive Summary

### **International Intellectual Property Alliance**

#### **“Improving Copyright Protection and Enforcement in the Americas”**

Americas Business Forum IV in San José, Costa Rica, March 16-18, 1998  
Workshop on Intellectual Property Rights

The International Intellectual Property Alliance (IIPA) is a coalition of seven associations representing U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers. IIPA believes that several actions are essential to foster local economic growth and increased trade and investment among member states of the Free Trade Area of the Americas:

- Governments should take immediate actions to enforce their current laws and regulations on copyright, crime, customs, tax, and communications, to reduce the high levels of commercial piracy, both within their countries and at their borders.
- Governments should revise their laws to ensure the highest levels of copyright protection, and ratify and implement the two “digital” copyright treaties of the World Intellectual Property Organization.
- Governments must incorporate copyright protection in policies to promote electronic commerce and the development of information infrastructures.
- Governments should provide non-discriminatory market access for information and entertainment products and services.
- Governments must ensure that customs valuation is based on the physical medium embodying the copyrighted work, and not the imputed value of the copyrighted work itself, following the international trend.
- Governments should ratify and implement the Information Technology Agreement which will eliminate tariffs on many types of information technology products.

IIPA asks that the Trade Ministers in San José, and the Presidents at the Santiago Summit, direct their respective governments to take immediate actions to enforce their copyright (and other) laws in order to reduce the high levels of commercial piracy. Countries should report, on a regular basis, to the FTAA Intellectual Property Rights Working Group on progress on enforcement and reducing piracy. By the year 2000, all the FTAA countries must be in full compliance with their copyright substantive and enforcement obligations under the TRIPS Agreement.