

**Priority question for written answer P-003568/2023
to the Commission**
Rule 138
Ivan Štefanec (PPE)

Subject: Protecting European consumers and producers of branded products from counterfeits

According to surveys carried out in Slovakia, 27% of consumers have had the experience of taking home a knock-off of a branded product from a shop instead of the branded product itself, i.e. a product with similar graphic elements often displayed next to the original. 30% of manufacturers say that such products, also referred to as look-a-likes, result in losses of 10% of turnover, and a further 15% of manufacturers experience losses in the range of 10-20%. Given the free movement of goods and services, this problem requires a European solution:

1. What steps has the Commission/DG JUST taken on this issue during the 2019-2024 term of office in terms of protecting consumers and the economic interests of European producers?
2. How does the Commission/DG JUST plan to address this issue, which poses serious risks for consumers, investment in innovation and IP protection, in the 2024-2029 timeframe?

Submitted: 6.12.2023