

## **SIPO has presented a Study «Economic Contribution of Copyright-Based Industries to the Economy of the Republic of Croatia»**

At the press-conference held on 20<sup>th</sup> November 2007, Željko Topić, Director General of SIPO presented a Study «Economic Contribution of Copyright-Based Industries to the Economy of the Republic of Croatia» made by the State Intellectual Property Office (SIPO) in cooperation with the Central Bureau of Statistics (CBS) with the technical assistance of the World Intellectual Property Organization (WIPO), and following the methodology developed by WIPO. The fact that this Study is implemented by the SIPO in collaboration with the CBS represents the beginning of the realisation of other measures from the same strategic package which concerns the development of the content and structure of statistical data on intellectual property, their gathering, processing and publishing as the basis for a reliable macroeconomic surveillance and decision-making on the intellectual property in the economy of the Republic of Croatia.

Mr. Dimitar Gantchev, representative of WIPO and the author of the “Guide on Surveying the Economic Contribution of the Copyright-Based Industries” has stressed the importance of the creative industries in the 21<sup>st</sup> century especially as the most dynamic sector whose growth is 2 to 3 times faster than the growth of other industries. As a result it produces more jobs than ever, moreover it shows a positive trend when other sectors stagnate or even suffer decline. This is a proof of importance of the protection of the intellectual property rights and it is necessary to further improve the existing methodology.

Mr. Topić has stated that the study was conducted in Croatia for the first time and besides its results in the economic field it will contribute to the better understanding of the intellectual property in the public. The results of this Study are a potentially valuable input to all decision-makers and policy-bearers on the macroeconomic level. In this study, the chosen indicators were evaluated two years in 2002 and in 2004. Thus, the research concluded that in the Republic of Croatia the copyright-based industries have in 2002 contributed to 4.4 % of the GDP of the Republic of Croatia and in 2004 contributed to 4.3% of the GDP of the economy. In the GDP structure of copyright-based industries, the highest level represents the core copyright industries (such as newspaper and literature, music, theatre and opera, motion pictures and video, radio and TV etc).

The contribution of these industries to the GDP (4.42%) can be compared to the education, for example (4.52%) or healthcare and social care (5.18%), it is greater than the contribution of activities such as hotels and restaurants (3.61%) and much greater than of fishery (0.26%), mining and extraction (0.69%) and household activities (0.31%).

Ms. Romana Matanovac, Deputy Director General has stressed that the legislative framework of intellectual property rights in Croatia is highly aligned with the *acquis* and thus enable the enforcement bodies to implement the measures when the IPR is infringed and to enforce rights in the fight against piracy and counterfeiting.

Mr. Jadran Antolović, State Secretary in the Ministry of Culture, Mr. Hrvoje Hribar, President of the Croatian Film Directors’ Guild and Mr. Davor Majetić, Director General in the Microsoft Hrvatska have commented the results of the Study as very positive.