

[EUIPO Executive Director meets Commissioner Thierry Breton](#)

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The Executive Director of the EUIPO, Christian Archambeau, had a virtual bilateral meeting with [Thierry Breton, the European Commissioner for Internal Market](#), on 1 September 2020.

This is the first meeting with Commissioner Thierry Breton, who took up his role on 1 December 2019.

The Executive Director presented the EUIPO's scope of activities and initiatives in the context of the recently launched [Strategic Plan 2025](#).

Discussions also focused on the cooperation activities between the European Commission and the EUIPO, within the framework of the Memorandum of Understanding signed in April 2019.

Mr Archambeau stressed the commitment of the EUIPO to pursue **ongoing collaboration with the European Commission** on aspects of common interest and future cooperation opportunities, notably with regard to the Commission's new IP Policy agenda.

Within this context, topics in the agenda also included activities in support of SMEs, EU external actions, cooperation on enforcement, the Digital Services Act and the possible development of the EUIPO's competencies.

Mr Breton and Mr Archambeau agreed on following up through a regular exchange of opinions, in particular within the context of the Intellectual Property Action Plan that will be drafted by DG GROW following the [consultation that](#)

[took place over the summer.](#)

Mr Archambeau has engaged in a series of bilateral meetings with EU representatives, such as the recent [exchange with Commissioner Didier Reynders](#). Through these contacts, the EUIPO is actively seeking to contribute to the European Commission's policies within the field of IP rights and their protection.

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