



# Press Release



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## **LAUNCH OF MANIFESTO FOR BRANDS: CREATING VALUE AND BOOSTING THE UK ECONOMY**

A manifesto which shows how brands stimulate competition and can help lift the UK out of deficit has been launched today by the British Brands Group, the voice for brands in the UK, and the Anti-Counterfeiting Group, which campaigns against the trade in fakes.

Brands already contribute significantly to the economic and social fabric of the UK, but at a time when it has never been more vital to capitalise on wealth creation in the country, branding barely features in economic policy.

John Noble, Director of the British Brands Group said:

"The value already created in the UK by brands cannot be overestimated and the contribution this makes to our economy deserves far more recognition.

"During the lead up to the Election, there is much discussion on how to lift the UK out of the unprecedented deficit it faces. Any political party would be looking a gift horse in the mouth by not recognising the wealth and job creating potential of brands. The UK must become a better market in which to create and build brands if it is going to compete effectively in world markets."

Ruth Orchard, Director-General of the Anti-Counterfeiting Group, added:

"Counterfeiting is a serious organised crime and protection of our valuable brands should be higher up the political agenda."

The Manifesto, which is being sent to every parliamentary candidate, focuses on six recommendations for any future Government wanting to stimulate economic growth:

- Place brands firmly within the UK economic policy
- Provide an environment for brand growth
- Stop the trade in fakes
- Encourage companies to invest in brands
- Allow consumers to make informed buying decisions
- Don't restrict communication between producers and consumers

A full copy of the Manifesto can be downloaded from [www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk). For any further information, please contact:

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