

# **International Co-operation on the fight against Counterfeiting and piracy:**

## **Perspectives on the public/private challenges**



# For what we are about to receive.....

- INPI
- UKIPO
- DG Markt/OHIM
- Lebanon BPG
- ACG/BASCAP
- Unifab



# **GACG Network**

**Major National Groups with international interests:  
IACC, Union des Fabricants, ACG, APM,  
Indicam, Andema**

**Significant Regional Groups: CIPR and MARQUES**

**Major BRIC groups: QBPC and ACGI**

**Small but perfectly formed groups: SACG, FACG,  
DACG and UAACP**

**Relatively new groups: CACN, CIPC, ACC and ACA**

**Strong links to others**



# International and Industry Groups

While these national groups (previous slide) tend to be genuine public/private partnerships.....

BASCAP – International Chamber

INTA – International Trade Marks

IFPI – Recorded music

MPA – Films and videos



# International Co-operation

- World Intellectual Property Office
- World Customs Organisation
- Interpol
- UN Agencies
  - UNICRI
  - UNECE
  - UNESCO
- World Trade Organisation
- Regional Groupings



# Problem Getting Worse?

- The fight seems to be a losing battle
- Statistics show pessimistic trend (but...)
- Challenge of both supply **AND** demand
- Through operations and strategy
- There is no 'one size fits all'



# Challenges revisited (briefly)

- **Economic and SOCIAL (aspiration marketing)**
- **International – globalisation**
- **Pan Industry (but diverse action)**
- **Organised criminal business**
- **Flexible and adaptable (displacement)**
- **Government effort disparity (e.g. Excise)**
- **Government inertia (consumers as voters)**
- **Enforcement agency resources and priorities**
- **Judicial ‘indifference’**



# The Extrapolation

- **Supply, intermediary and demand (3)**
- **Products (let's say 50)**
- **Intermediary (10)**
- **Demand demographics (5)**
- **Countries (180)**

$$3 \times 50 \times 10 \times 5 \times 180 = 1,350,000$$





**That's potentially 1,350,000 solutions**

**Needed for:**

**1 Operations**

**2 Strategies**

**3 Awareness messages**



# Public/Private Partnerships

## 1. Operations

- Detection
- Investigation
- Prosecution
- Intelligence
- Product security technology and services
- Storage
- Transport

.....**BUT**



# BUT

Most important to acknowledge  
that successful operations have  
strategic implications:

## DISPLACEMENT

Product

Region

Country



# Public/Private Partnerships

## 2. Strategy:

- Lobbying
  - Legislation
  - Legal/Judicial Procedure
  - Resources
- Research and Statistics
- Awareness (Communications)



# Public/Private Partnerships

## 3. Communications:

Company level

Industry Association Level

**IP Protection Group level**

International Group level



# Public/Private Partnerships

## 3. Communications (awareness)

- Parents
- Teachers
- Young adults
- Employees
- Managers
- Opinion formers
- Consumers



# International Events

- National and Regional campaigns
- World IP Day
- World Anti-Counterfeiting Day
- Global Anti-Counterfeiting Awards
- International Treaty negotiations



# Communications contd...

- Influencers – Academics; Professionals (Media)
- Civil Society – Consumers; Anti-Globalists; Youth
- Business – CEOs; Management, Employees, competitors
- Services – Logistics suppliers
- Enforcement Agencies
- Government – Executive, Legislature; Civil Service
- Others (intermediaries) – Retailers; Distributors; ISPs

**ALL THE ABOVE NEED DIFFERENT  
MESSAGES AND MEDIA**





# Way forward for International Co-operation (Public Private Partnerships)

- Acknowledge incentive - economic growth
- Recognise the strongest competition - crime
- Research and statistics on all economic, social and cultural costs
- Co-operate across all industries
- Lobby government **and** consumers
- Contribute to judicial understanding
- Network with enforcement agencies
- Work both globally and locally (remember displacement!)
- Awareness raising for ALL



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