



2025

Annual Report

ACCG
THE
ANTI-COUNTERFEITING GROUP

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Counterfeit goods are...

“...made to look exactly like something in order to TRICK PEOPLE into thinking that they are getting the REAL THING”

Oxford Advanced Learner's Dictionary, Oxford University Press
(Oxford Learner's Dictionaries)

About Us

Established in 1980, The Anti-Counterfeiting Group represents over 3,000 of the most well-known brands in over 130 countries. **Our members range from high-end designer, to high street names, including sports, fashions, cosmetics, pharmaceuticals, automotive, toys, food, drink and more.** Our members gain access to shared intelligence, specialist training, trusted government and enforcement networks, and a powerful collective voice on IP crime.

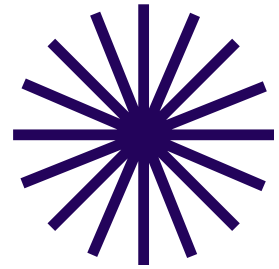


Photo: Team ACG at the ACG London Conference 2025. Left to Right - Matt (intel), Nicky and Steph (events), Phil (DG), Chloe (Deputy DG), Matilda (Legal Intern), Cathy (Comms)



ACG core values:

Collaboration  Innovation  Integrity

Our Vision

A world where every purchase can be trusted, authentic brands and innovation thrive, and organised counterfeiters are systematically shut out by strong laws, effective enforcement and united global action.



Our Mission

1

To be the collective voice of industry leading the fight against counterfeiting.

2

We protect businesses, safeguard consumers and preserve authenticity.

3

Together, we champion strong legal frameworks, robust enforcement and multi-agency collaboration.

**Because every fake
has a real cost**

“ Director General Statement

2025 has been spent building the frameworks that shape how governments and international bodies tackle counterfeiting and illicit trade. **My focus has been on positioning ACG as a trusted thought-leader for governments, enforcement bodies and our members, championing evidence-based research and practical solutions.**

IP crime is a serious organised crime and public safety issue, not just a matter of lost revenue for brands. This year my team has worked to embed a strong consultation culture that grounds new laws and policies in operational reality, reflecting the day-to-day challenges faced by

those tackling the fake trade. We have pushed for enforcement that looks beyond seizures to the criminal chains and illicit finance behind fake goods, particularly in the fast-evolving world of e-commerce and social media. Winning the fight against fakes is not just about stopping goods at the border or at physical and online hotspots; it depends on smarter policy, robust data and getting industry, government and intermediaries to work effectively across borders. Above all, it means treating IP crime with the seriousness it deserves.

PHIL LEWIS, ACG Director General

Deputy Director General Statement

I joined ACG midway through 2025, bringing over 17 years of experience leading global brand protection and anti-counterfeiting initiatives for major international brands, such as Nike, Michael Kors, Jimmy Choo and Superdry. Prior to joining ACG full-time, I was a proud member of the voluntary ACG Board of Directors for almost a decade.

With first-hand experience of the vast economic and reputational damage that counterfeiting can cause to brands, and through my extensive investigation and enforcement work, I have witnessed the alarming links between counterfeiting and serious organised

crime. I am a strong advocate for cross-sector collaboration and taking an innovative, consumer-behaviour-driven approach to raising awareness of the real harms of fake goods.

Partnerships are critical to maximising impact and I am committed to protecting consumers by helping brands connect to address shared challenges, share best practice, and drive intelligence-led action. Collaboration is at the heart of my approach.

CHLOE LONG, ACG Deputy Director General



A Year in REVIEW



2025 was an incredibly successful year for Team ACG, with record attendance at events from both brand members and law enforcement, viral media campaigns and strong television coverage. **Our consistent message has been clear: consumers need to understand the harms of counterfeit goods, and tackling the fake trade demands genuine collaboration between industry, intermediaries, government and enforcement.** Across the year we welcomed new members, expanded our intelligence reach and strengthened coordination across physical markets, online platforms and key intermediaries. We assisted law enforcement teams

with intelligence-led operations and training, contributed to key government reports and consultations, and helped secure high-profile media coverage in outlets such as **The Times, Which?, The Telegraph, BBC News, WTR and Good Morning Britain.** Our work in 2025 also reinforced ACG's reputation as **the premier, global, go-to anti-counterfeiting association.** Through briefings, studies, and policy inputs at national and international level, we continued to highlight IP crime as a serious organised crime and public-safety issue, not just a matter of lost revenue for brands.

Secretariat TEAM

The strength of ACG lies in its dedicated team and expert leadership. Our Secretariat includes experienced professionals in policy, intelligence, strategic initiatives, communications, events and enforcement advisory. This team also has wide-ranging experience in government,

enforcement and law, working for leading brands and agencies.

ACG Voluntary Board of Directors

Our Board comprises industry leaders providing invaluable strategic guidance and oversight to ensure ACG's effectiveness and long-term growth.



Matt Knowles

Intelligence and Strategic Initiatives Manager



Cathy Ranson

Head of Comms



Nicky Freemantle

Maternity Cover
Events Manager



Steph Dickson

Events Manager

Phil Lewis

Director
General



Chloe Long

Deputy
Director
General

ACG Board

Our dedicated voluntary ACG Board of Directors consists of nine members



Mark Ruffels
Joint Vice Chair
P&G



Paul Dicken
Chair
Liverpool Football Club



Nicola Consterdine
Joint Vice Chair
Epson Europe BV



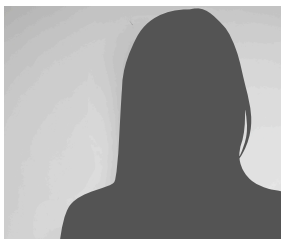
Rachel Dews
Board Member
adidas

Louise Butler
Board Member
Diageo



Giles Lane
Board Member
Dyson

Darshak Kacha
Board Member
Jaguar Land
Rover



Claire Wood
Board Member
Reckitt

Victoria Baxter
Board Member
Moonbug
Entertainment



How we SUPPORT Members

KNOWLEDGE - providing enforcement training, events, webinars, annual conference

AWARENESS - raising awareness of emerging threats, defending brands and protecting innovation

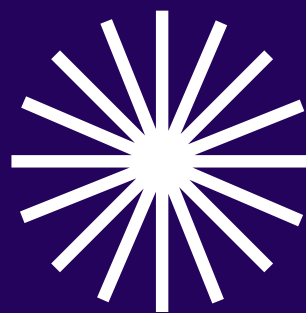
DISRUPTION - driving consumer awareness and disrupting illicit trade

GUIDANCE - supporting enforcement and policy makers with actionable evidence and guidance

INTEL - maintaining intelligence and information to foster international alliances to drive effective strategies, regulation and enforcement

ENFORCEMENT - delivering research to foster shared objectives in protecting and enforcing IP rights across the world

POLICY - helping steer effective policy, promoting evidence-based actions and empowering effective multi-agency partnerships



Insight into Impact

ACG exists to turn member insight into real-world impact. We bring together brand owners, IP rights holders and professional advisers (lawyers, tech solution providers, investigators and service providers) alongside intermediaries and enforcement agencies to share intelligence, shape policy and deliver practical enforcement outcomes. Through training, events and targeted briefings we help members stay ahead of emerging threats, understand changing legal frameworks and build effective anti-counterfeiting strategies.

ACG Cross-Sector Network

Our cross-sector network enables members to collaborate on multi-brand operations, strengthen relationships with key authorities and contribute to national and international consultations. Whether through our IP Expos, intelligence forums, policy steering work or media activity, ACG provides a platform for members to amplify their voice, protect consumers and safeguard the value of their IP.

POLICY Highlights

Combating a global crimewave demands national and international collaboration and strengthened partnerships. In 2025 ACG continued to play an influential role in key consultation exercises, briefings and studies, helping to ensure that new policy measures were grounded in operational reality and informed by member experience.

Our work alongside:

- **IPO**
- **Foreign, Commonwealth and Development Office**
- **Department for Business and Trade**
- **UK IP attachés and diplomats**
- **WIPO**
- **EUIPO**
- **European Commission**
- **OECD**

and others has helped drive greater emphasis on IP protection in free-trade negotiations and wider economic-crime strategies.

Photo: Chloe and Phil at the Europol IP Crime Conference

IP Crime on the Agenda

IP crime has now been recognised as a priority within the European Multidisciplinary Platform Against Criminal Threats (EMPACT), and ACG have contributed to the redevelopment of the EU Memorandum of Understanding on the sale of counterfeit goods online. We also contributed to the draft toolkit on combating forced labour in counterfeiting. By exposing the wider harms from dangerous counterfeits through media engagement and expert input, ACG is helping to secure stronger legal frameworks, better-resourced enforcement and more coherent, cross-border responses to illicit trade.



INTEL

Highlights



In 2025 we expanded our strategic reach, strengthened operational coordination and delivered tangible gains across physical markets, online platforms and key intermediaries.

Our intelligence work increasingly focuses on the criminal supply chains and financial flows behind counterfeiting, rather than isolated seizures.

We deepened collaboration with logistics companies and the financial services industry and led significant surveillance and enforcement operations,

Photo: ACG members at Appleby Horse Fair



supporting major raid actions and large-scale seizures of counterfeit goods. Operation Draco alone resulted in over 140 social media groups, with more than two million members, being referred for notice-and-takedown or law-enforcement action.

These efforts were underpinned by many multi-agency partnerships involving:

- **UK Border Force**
- **ROCU**
- **NCA**
- **PIPCU**
- **Financial Intelligence Unit**
- **National Economic Crime Centre**
- **HMRC**
- **OPSS**
- **Police**
- **Online Platforms**
- **IPO**

Together, we are building a more intelligence-led, joined-up response to tackle transnational IP crime.

These operations removed dangerous goods from circulation, disrupted major supply chains and generated new leads for ongoing investigations.

EVENTS and COMMS Highlights

Events and communications were central to our impact in 2025. We delivered:

- **A sold-out London Conference and IP Expo,**
- **In-person IP Expo and training days across the UK**
- **Expert webinars**
- **Hybrid round tables**
- **Networking events**
- **New virtual training sessions for Border Force and Trading Standards officers.**
- **Enforcement awards**

Our media and social-media activity reached new heights, with **viral campaigns, television appearances and extensive coverage in national and trade press** helping to shine a spotlight on the consumer, economic and

societal harms of counterfeits. Record levels of LinkedIn engagement and growing followers demonstrate the appetite for clear, evidence-based insights on IP crime and a peek behind the scenes at what Team ACG are up to.

In 2026 we are building on this momentum with the **launch of a new ACG website**, a high-profile consumer awareness campaign and an expanded events calendar, including regional IP Expos, logistics and illicit-trade events and our brand-protection seminar series. These activities will keep ACG at the forefront of the conversation on brand protection and anti-counterfeiting.

Photo: The ACG London Conference 2025



Summary

2025 underlined the vital role ACG plays at the intersection of brands, intermediaries, government and law enforcement. We strengthened our intelligence capability, expanded our event and training programme and secured meaningful influence in key national and international policy debates on IP crime. From Operation Draco and cross-border investigations to high-profile media coverage and input into major consultations, our work consistently highlighted the consumer, economic and societal harms caused by counterfeit goods.

Membership continued to grow and diversify, with strong engagement from brand owners, professional advisers and intermediaries alike. Our members' insight shaped our priorities – from lobbying for stronger enforcement frameworks and better-resourced agencies, to developing practical toolkits and training to support those on the frontline of the fight against fakes.

As this report shows, collaboration, innovation and integrity remain at the heart of everything we do. Building on the successes of 2025, ACG is well-placed to meet the challenges ahead, deepen partnerships across sectors and borders, and continue to be the collective voice of industry leading the fight against counterfeiting.

What Next?

The fight against counterfeiting is ongoing and dynamic. In 2026 and beyond, ACG will continue to innovate, leveraging technology and intelligence to stay ahead of counterfeiters. We will deepen partnerships with global stakeholders, focus on emerging threats such as online counterfeiting and product diversion, and advocate for stronger enforcement frameworks. Our commitment is unwavering to creating a safer market for brands and consumers alike.



WORK with Us

Collaboration is at the heart of the Anti-Counterfeiting Group's mission. We welcome membership from brands and others working in the field of IP. We welcome partnership with law enforcement agencies, government bodies, industry associations and anyone committed to stopping the spread of counterfeit goods.

By working together we amplify our collective impact, share vital intelligence, support policy and research and develop innovative solutions that protect consumers and safeguard intellectual property.

There are many ways to get involved. For more information on how to collaborate with us, get in touch and join us in making a real difference in the fight against trans-national counterfeiting.

ACCG
THE
ANTI-COUNTERFEITING GROUP



Request a meeting with our team:
email us now, admin@a-cg.com



Email us: admin@a-cg.com



Call us: **+44 (0)1494 449165**



Visit our website: www.a-cg.com



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HP13 5RE



LinkedIn

Keep up with developments in IP and brand protection and our latest news and events by following ACG on LinkedIn:

@ACG (Anti-Counterfeiting Group)

