IDENTIFY AND RECOGNISE THE SCALE OF IP CRIME TODAY

• The annual trade in counterfeit and pirated goods globally is worth £250 Billion.

• Counterfeiting does not only affect luxury brands, it has evolved into a highly profitable industry which impacts virtually every product, in any country.

• There are links between counterfeiting and organised crime; operating well-resourced and well-networked criminal syndicates.

ACG’S CALL FOR ACTION:
Openly recognise the international trade in fakes is escalating and place IP crime as an immediate political priority – with sufficient resource to properly enforce IP laws designed to protect businesses and consumers.

UNDERSTAND THE IMPACT OF COUNTERFEITING

• Counterfeiters are depriving the Government of important tax revenues; the UK Government estimates it loses £1.3 billion in unpaid tax from the sale of fakes.

• Businesses are being stripped of their creativity and innovation, having their reputations undermined, facing unfair competition, losing global sales revenue and questioning further product and market development.

• Increasingly consumers are unwittingly tricked into buying substandard imitations and even worse, are being exposed to health and safety dangers.

IP = Intellectual Property

ACG’S COMMITMENT:
TO TRAIN, EDUCATE AND SUPPORT IP LAW ENFORCEMENT ON THE GROUND.

PROVIDE INTELLIGENCE REFERRALS TO BETTER INFORM DECISIONS AND PLANNING FOR TACKLING ONLINE AND PHYSICAL IP CRIME.

STRENGTHENING THE APPROACH TO IP ENFORCEMENT

DEVELOP A NATIONAL IP ENFORCEMENT BODY

• The UK needs an over-arching national IP enforcement body that delivers coordinated multi-partner IP enforcement activities to safeguard consumers and protect business assets.

COLLABORATIVE ENFORCEMENT BUSINESS PLANNING

• IP enforcement agencies must share information and collaborate on business planning to provide access to resources and IP expertise that would otherwise be beyond their individual reach.

ACG’S CALL FOR ACTION:
Develop a national, multi-partner IP enforcement body that: centralises expertise and intelligence; encourages enforcement agencies to collaborate on business planning, with IP crime as a strategic priority; and focuses equally on online and physical environments.

Number of articles seized in UK = 2,231,880 (2014)¹

Postal and courier traffic accounted for 81% of all detentions in the EU (2014)⁴

EU: 35,568,982

UK: 2,231,880

TRADE IN COUNTERFEIT AND PIRATED GOODS

Articles seized at UK borders (in millions)¹²

2011: 4.6m
2012: 4.0m
2013: 3.3m
2014: 2.2m

Number of articles seized in EU = 35,568,982. UK = 2,231,880 (2014)⁴

Trade in counterfeit and pirated goods has grown from US $250 billion annually in 2008 to more than US$461 billion in 2013¹

Postal and courier traffic accounted for 81% of all detentions in the EU (2014)⁴
IMPROVING SUCCESS RATES IN IP ENFORCEMENT

WORK SMARTER FOR EFFICIENCY AND EFFECTIVENESS

• Despite a rising flood of counterfeit products entering UK markets, there has been a downward spiral in the volume of articles seized at EU borders.

• Budgetary cuts across all IP law enforcement bodies are severely hampering the fight against fakes in the UK; capacity, capability and expertise have been eroded.

• Anti-counterfeiting bodies should work smarter together; building alliances, pooling resources and expertise, sharing information, promoting consistency and developing efficiencies that tackle the links between organised crime and counterfeiting.

RAISE AWARENESS TO PROTECT CONSUMERS

• Four in ten Britons admit to buying counterfeits and 84% didn’t know what the penalties are for selling counterfeit goods.

• Consumers need to appreciate the full repercussions of their counterfeit purchases; their personal health and safety could be at risk and the money will ultimately lead to organised crime and terrorism.

ACG’S CALL FOR ACTION:
Work smarter together when combating IP crime, let business be part of the solution and set up a joint public-private awareness group to promote wider public awareness of the dangers and ultimate cost of counterfeiting to society and the economy.

Products for daily use and potentially dangerous to health and safety of EU goods in 2014

<table>
<thead>
<tr>
<th>Products</th>
<th>Number of seizures in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewellery</td>
<td>2k</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>9k</td>
</tr>
<tr>
<td>Toys</td>
<td>7k</td>
</tr>
<tr>
<td>Perfume and cosmetics</td>
<td>3k</td>
</tr>
<tr>
<td>Clothing not knitted or crocheted</td>
<td>1k</td>
</tr>
<tr>
<td>Instruments optical not medical</td>
<td>1k</td>
</tr>
<tr>
<td>Watches</td>
<td>10k</td>
</tr>
<tr>
<td>Electrical machinery and equipment</td>
<td>20k</td>
</tr>
<tr>
<td>Articles of leather</td>
<td>30k</td>
</tr>
<tr>
<td>Clothing knitted or crocheted</td>
<td></td>
</tr>
<tr>
<td>Footwear</td>
<td></td>
</tr>
</tbody>
</table>

Biggest fake exports

ADVISE AND CONTRIBUTE TO GOVERNMENT INITIATIVES, CONSULTATIONS AND REVIEWS

See Manifesto 2016 booklet for sources