

STOP PIRACY

Schweizer Plattform gegen
Fälschung und Piraterie

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STOP PIRACY wishes you an authentic holiday!

**Bern, 23 June 2009 – STOP PIRACY Awareness Week at Zurich International Airport:
Be aware of counterfeited and pirated products**

Swiss Customs has been confiscating counterfeited goods from travelers—mostly handbags, clothing, medicines and watches—since July 2008. To increase traveler awareness of the risks and dangers behind counterfeited items, the STOP PIRACY Association is carrying out an education campaign at the Zurich International Airport from July 1 – 7, 2009.

Travelers departing for holidays from Zurich International Airport between July 1 - 7 will overtly be confronted with the problem of counterfeited goods in the departure hall--the so-called Airside Center. The purpose is not to spoil traveler holidays but rather to educate them about what lies behind counterfeited goods. And to guard against having to hand over 'bargain' purchases to customs agents when returning to Switzerland. The campaign uses samples of counterfeited goods, easy-to-read texts and familiar details to educate travelers, and even includes a small (authentic!) travel gift.

A big, dirty business

Counterfeiting and piracy have grown to truly disturbing levels. Swiss companies are increasingly victims of counterfeiters. The samples at the information stand show that counterfeiting has long ago spread from luxury-only products to simply everything: From medicines to video games, from children's toys to toothbrushes. The annual economic losses incurred to our country have been estimated at around two billion francs. The numbers reach several hundred billion francs globally. The counterfeiting industry is part of organized crime. Profits are much bigger than with drug trafficking.

Counterfeiters don't invest in research and development; they steal ideas and manufacture under bad conditions—frequently using child labor. This happens at industry expense and erodes hundreds of thousands of jobs worldwide.

Danger!

Counterfeited goods are frequently inferior quality. Depending on the product, they can seriously endanger consumer health and safety. This applies particularly to medicines, food products, semi-luxury products, children's toys and spare parts of all kinds, such as for automobiles or airplanes.

Importing counterfeited designs and trademarks into Switzerland is forbidden. Since the amended Swiss Patent Act came into force on July 1, 2008, custom agents can seize and destroy counterfeit, even when it is 'only' a souvenir for private use.

STOP PIRACY's education campaign at the Zurich Airport July 1 - 7, 2009 aims to prevent this from happening.

And hopefully their wish to travelers will come true:

"Have a good flight, but don't get trapped"

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STOP PIRACY, the Swiss Anti-Counterfeiting and Piracy Platform, is a joint initiative between Swiss industry and government. STOP PIRACY aims to combat counterfeiting and piracy in an effective and long-term way through increased cooperation and coordination among its members, and to education the public about the dangerous consequences of counterfeiting and piracy. STOP PIRACY was founded in 2005 by the Swiss Federal Institute of Intellectual Property and ICC Switzerland (Swiss National Committee of the International Chamber of Commerce).

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