

## STOP PIRACY – Counterfeiting and Piracy in Sight

**Bern, 3 October, 2007. In Switzerland, representatives of the private sector and the administration have teamed up to fight counterfeiting and piracy in the framework of STOP PIRACY. Today's member assembly was focused on the public campaigns aimed at waking the public up to this issue.**

Counterfeiting and piracy is a lucrative business with relatively low risk involved. Organized crime has discovered this as well - and profits from buying counterfeited tee-shirts, watches, toothbrushes and other products. Swiss business has to stand by and watch as billions of Swiss francs are lost. Consumers are also affected—they are deceived and in the case of counterfeited spare parts, medicines, and foodstuffs, their health and safety is endangered.

It's time for countermeasures. This is the goal of STOP PIRACY, which has brought representatives of the public and private sectors together under one roof since July 2005. Coordination and cooperation between the involved sectors is being improved and public awareness about the negative consequences of counterfeiting and piracy is being targeted. STOP PIRACY informs, synthesizes knowledge about counterfeiting, and shares experience on how to deal with piracy.

STOP PIRACY's broad membership is unique in the world, and includes various governmental agencies as well as representatives from a diverse group of interests and trade associations. At today's meeting, new members have joined STOP PIRACY. The agenda covered agreement about the next steps in the public awareness campaign to inform people about the negative effects of counterfeiting and piracy. This will include poster campaigns in trains, airports and border posts, and more training events in 2008. It was also decided to expand the association's internal extranet, which provides an uncomplicated platform for members to communicate with each other, and the direct collaboration with Swiss embassies and missions abroad.

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