

**MEDIA RELEASE****BERN, 19.04.2016****The boom in counterfeit goods on the internet continues**

Customs intervened in courier and mail consignments in 3621 cases last year due to attempts to import fake brand-name goods and designs. In eight out of ten cases, the consignments contained goods from Hong Kong and China.

In line with the trend from previous years, consumers in Switzerland have continued to fall prey to fake goods in 2015 – mostly over the internet.

Criminal gangs introduce counterfeit goods to the market by making dubious offers on trading platforms, creating online shops specifically for the sale of fake goods and advertising illegal copies over social networks. More than 80 per cent of these fake goods come from Asia.

Origin of counterfeit goods by country (commercial goods)

Country	Per cent	Primary goods
Hong Kong	41%	Bags, watches and jewellery, shoes
China	39.5%	Bags, watches and jewellery, clothing
EU	10.6%	Bags, other goods, watches and jewellery
Singapore	3.8%	Watches and jewellery, bags, other goods
Thailand	1%	Watches and jewellery, bags, clothing

There is a great need for information concerning online trading in counterfeit goods as is shown by the questions received on a daily basis from consumers by STOP PIRACY, the Swiss anti-counterfeiting and piracy platform. There is considerable uncertainty to a certain degree concerning the features by which counterfeit goods and illegal offers can be recognised on the internet, as well as poor knowledge about the risks that are taken by making such a purchase. “We are noticing an increase in how professional the fraudulent online shops actually are, and anyone who doesn't take too much notice often doesn't realise initially that there could be anything wrong with the online shop in question,” says Sabine Dändliker, head of the STOP PIRACY Secretariat. Whether on the beach or on the internet, the rule of thumb is exercise caution if an offer looks too good to be true.

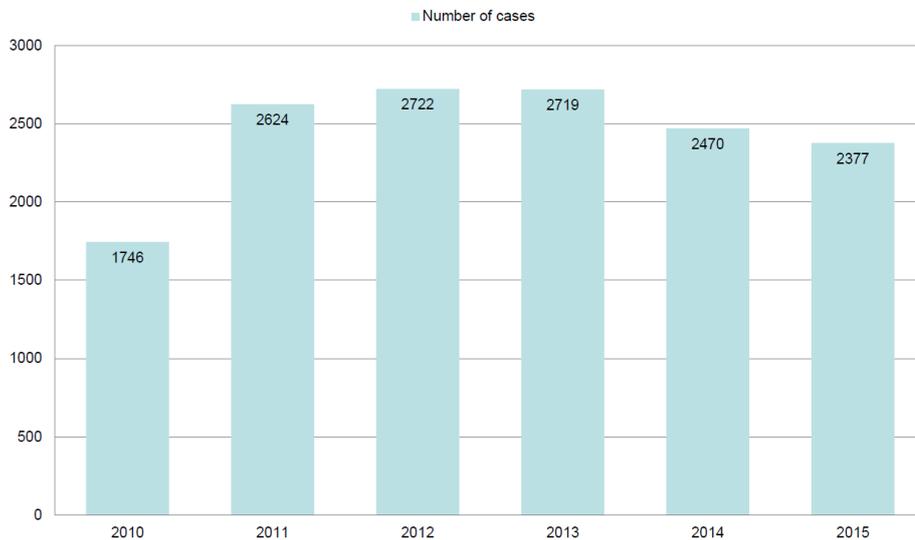
Decrease in tourist traffic

In contrast to commercial goods, customs noted a slight decrease in the number of goods seized in tourist traffic in the past two years. In 2015, customs registered a total of 2377 cases in which travellers were stopped due to importing counterfeit brand-name goods and



designs when returning to Switzerland. In particular, their intervention was often due to hand-bags, luggage, clothing and accessories. At the top of the list of travel destinations from which fake goods were brought into Switzerland is still Turkey (39%) followed by the EU (17%) and Kosovo (9%).

II. Tourist traffic



Source: Swiss Customs Administration Counterfeiting and Piracy Statistics 2015

With the annual publication of counterfeiting and piracy statistics, the Directorate General of Customs provides various key figures on the relevant interventions made by Swiss customs offices. They primarily cover intellectual property right infringements (i.e. counterfeit brand-name goods and designs). Counterfeit medication that have been withheld due to the Therapeutic Products Act are shown separately.

STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as to promote co-operation between the business community and the authorities. STOP PIRACY positions itself in the public domain as a provider of facts and analyses and actively informs about counterfeiting and piracy, the risks and what is actually behind it.

Links:

[STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform](#)

[Intellectual Property Law Statistics 2015 from the FCA](#)

[Tips for consumers – recognising counterfeits on the internet](#)

Further questions: **STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform**

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