

**MEDIA RELEASE****BERN, 12.03.2019****Counterfeit goods – watch out when bargain hunting!**

In 2018, customs confiscated 2535 counterfeit goods from tourist traffic (previous year: 899), and seized 1686 consignments from commercial traffic (previous year: 1633). However, the number of counterfeit goods ordered online and delivered by post or courier is rising. This is why it is important that consumers are aware of the risk of buying counterfeit products when shopping online.

E-commerce is also very popular among Swiss consumers. However, not everything delivered to Switzerland is legal. Handbags, watches, jewellery or clothing – any enticing online offer can turn out to be a counterfeit. More than half of consignments seized by customs in 2018 came from China or Hong Kong. Tourist traffic tells a different story, however, as over half of goods confiscated from tourists originated from Turkey or from the EU.

The number of consignments seized by the Federal Customs Administration (FCA) in 2018 due to intellectual property infringement increased, in particular, in tourist traffic. The vast majority of counterfeit goods, however, come into Switzerland via post or courier. In order to be able to cope with this ever-increasing volume of counterfeits, goods are inspected using a risk-based approach.

The main distribution channel for counterfeiters is in online trade. “Brand pirates are taking over the internet,” says Florence Clerc, Head of the STOP PIRACY Secretariat. “Even reputable marketplaces are not counterfeit-proof.” Whether it is medication, mobile phone batteries, perfumes, accessories or clothing – whoever buys goods online must realise that they risk receiving a crude fake. It is therefore all the more important that consumers are made aware of the shady side and background of counterfeit goods. STOP PIRACY runs various campaigns to inform the Swiss public on how counterfeit goods can be identified and how to avoid purchasing them. “As well as the inferior quality and major health and safety risks,” says Florence Clerc, “when it comes to pirated products, all guarantee claims are null and void. Hence the message 'Hands off fakes!' ”

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. In the public domain, STOP PIRACY provides facts and analyses and actively informs the public about the risks of counterfeiting and piracy and what lies behind it.

Links:

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

[FCA Intellectual Property Law Statistics 2018](#)



[Tips for consumers: Recognising counterfeits on the internet](#)

For further questions:

STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform

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