



NO ONE STANDS TO GAIN FROM COUNTERFEITS

MEDIA RELEASE

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No one stands to gain from counterfeits

In order to draw travellers' attention to the background and risks of counterfeit and pirated goods, STOP PIRACY is conducting an awareness campaign in cooperation with Zurich Airport customs office. Running from 21 April until 29 April 2018, the information stand will be located in the Airport Center (Level 0) and be open daily from 9:00 to 18:30.

Everyone knows about fake products because almost everything with a good name is counterfeited and copied. STOP PIRACY is visibly showing how widespread counterfeiting really is with exhibits of fake goods including T-shirts, handbags, watches, sports goods, medicinal products, mobile phones and replacement parts.

Anyone who deliberately decides to purchase a fake usually does not think about the consequences, believing instead that they have snapped up a bargain. But what about the quality of these goods? Who knows what is actually in the counterfeit and who is behind it? What is allowed by law? Who pays the price? Those who buy a counterfeit often know little about the background to how it was produced. "Many consumers are not aware that their purchase of counterfeit goods supports criminal organisations," says Anastasia Li-Treyer, president of STOP PIRACY. Experts at the information stand will be on hand to explain to visitors who is behind fakes, what is hidden in them, how they can recognise one, and why it is worth buying an original.

As importing counterfeit goods into Switzerland is prohibited, customs can confiscate and destroy counterfeit goods, even if they are 'only' a small souvenir for personal use. Last year, customs officials at Zurich Airport seized almost 380 packages containing fake brand name articles from tourist and goods traffic. The most commonly confiscated and destroyed articles in tourist traffic are bags, watches, jewellery, glasses and clothing, with most of these counterfeit goods originating from the EU and Turkey.

On Monday, 23 April 2018 between 11:00 and 12:00, media representatives will have the opportunity to inspect a multitude of exhibits of counterfeit goods including car brakes, clothing, mobile phones, medicinal products, and sports goods, and to talk on-site with representatives of STOP PIRACY about the background and risks of counterfeit and pirated goods. The information stand is located in the Airport Center Level 0 (beside the staircase in front of H&M) in the public area of Zurich Airport.



Representatives from STOP PIRACY on 23 April 2018 between 11:00 and 12:00:

Anastasia Li-Treyer, President of STOP PIRACY and Director of Promarca

Jürg Herren, Vice-President of STOP PIRACY and Head of Legal Services – General Law, Design and Law Enforcement at the Swiss Federal Institute of Intellectual Property

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Links: [The STOP PIRACY Association](#)
[Images and statistics](#)



STOP PIRACY airport campaign, Zurich Airport 2013

STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. The non-profit association works to educate and raise awareness among consumers as well as to promote cooperation between the business community and the authorities. Due to its membership structure, STOP PIRACY is politically neutral and cannot take sides in individual cases where law enforcement is concerned. STOP PIRACY adopts a public position by supplying facts and actively educating the public about counterfeiting and piracy.