



SWISS ANTI-COUNTERFEITING AND PIRACY PLATFORM **FACTSHEET**

1 Who is behind STOP PIRACY?

The STOP PIRACY Association is comprised 37 members. These include private companies and associations from a wide range of industries, the authorities and other public sector institutions as well as consumer representatives. They are all actively united against counterfeiting and piracy. The non-profit organisation works to educate and raise awareness among consumers as well as to promote cooperation between the authorities and the business community. Due to the global reach of the problem, knowledge transfer is at the core of the association's work.

2 What is a counterfeit?

A counterfeit or fake is the **unauthorised imitation of the genuine article**.

Counterfeiters try to imitate the original or the characteristics, materials or look of a legally-protected product in order to benefit from the reputation of the original product, which resides on a trade mark, an indication of source (such as 'Swiss Made'), a design or a patent.

3 What is piracy?

Piracy is the **unauthorised copying of works**.

This means the unlicensed exploitation of works and performances protected by copyright or related rights. These are, for example, films, pieces of music, books, pictures, computer programs, etc.

4 Who does it affect?

Everyone! Counterfeiting and piracy is a pervasive phenomenon today, with almost everything being imitated, from car tyres and toothbrushes to cordless drills and cigarettes. Yet this sordid business conceals many dangers:

...our **safety**

Counterfeiters maximise their profits without regard to regulations and public safety. Criminal organisations, which largely control the trade in counterfeit goods, finance other criminal activities such as drug and human trafficking by selling fakes. At the same time, counterfeit goods also provide them with a relatively low-risk way of laundering their tainted money.

*In its most recent survey, the Organisation of Economic Co-Operation and Development (OECD) estimated that annual trade in counterfeiting amounts to around **USD 461 billion**, which is equivalent to 2.5% of world trade.*



...our health

Fakes can endanger human lives in many ways. Textiles that have been produced using harmful chemicals, spare parts for cars that have been inadequately manufactured or medication containing either the wrong dosage or dangerous substances instead of the drugs' active ingredients are just a few examples. Anyone who cuts costs by buying a fake is, under certain circumstances, risking their life.

*According to estimates by the World Health Organization (WHO), **10% of medication** worldwide is counterfeited; on illegal websites, this figure is even one out of every two. More than **3,500 websites** have been shut down in 2017 as part of the PANGEA international week of action for combatting the illegal online sale of medicinal products.*

...our prosperity

Honest work, years of research and creative endeavours deserve fair remuneration. Anyone who supplies counterfeit or illegally-copied goods puts jobs at risk. Counterfeiters do not have to abide by current labour law, nor do they pay social security contributions or tax. Instead, they maximise their profits at the expense of the general public.

*In 2016, EU customs authorities seized more than **41 million fake articles** with a total value of around 672 million euros.*

5 What does this mean for consumers?

KEEP YOUR EYES OPEN! No one is immune from being taken in by a counterfeiter. Consumers can find the most important warning signs and recommendations on how to proceed on www.stop-piracy.ch. In addition to the price, reliable indications of authenticity are things such as the place of sale, the labelling or - for online sales - the domain.

NEVER TO BE SEEN AGAIN! Importing counterfeit goods into Switzerland is prohibited. Customs can seize and destroy counterfeit goods, even if they're 'only' a small souvenir for your own personal use.

WHAT CAN YOU DO? Whoever discovers a fake or an illegal offer or has been the victim of fraud should report the incident to the manufacturer of the original or directly to the police. The association has published a number of useful addresses on www.stop-piracy.ch.

