

**COUNTERFEIT HOLIDAY SOUVENIRS
MEDIA RELEASE****BERN, 29 APRIL 2024****The booming trade with counterfeit holiday bargains!**

Steer clear of counterfeits and goods unlawfully bearing a Swiss cross! Even when you're on holiday.

Stand at Zurich Airport

From 1 to 9 May 2024, the **associations STOP PIRACY and Swissness Enforcement** will be staging a joint information campaign at a **stand at Zurich Airport**. Their aim is to inform travellers about the risks and background of counterfeits as well as products from abroad unlawfully bearing a Swiss cross or a designation such as 'Swiss'. Such products are often produced cheaply and, depending on the place of manufacture, under poor working conditions. The only people who benefit are the counterfeiters – at the expense of the economy and consumers.

Media representatives are invited to visit the information stand between 11am and noon on 2 May 2024 and view the exhibits and sample counterfeits. Representatives from STOP PIRACY and Swissness Enforcement will provide information first-hand. The exhibition area will be in level 1 of the airport shopping area near terminal 2 and the car rental area.

Counterfeits and Swiss cross swindlers

These two topics arouse strong emotions in Swiss consumers. And understandably so. Outside Switzerland, it's all too easy to buy a cheap version of an exclusive fashion label or to pick up a perfume that's labelled 'Switzerland' or 'Swiss made' but doesn't actually come from here.

Trade in counterfeits is booming

The exclusive nature of branded items and Swissness products attracts free riders, and trade in fake goods is booming. Disappointment follows for buyers of such 'holiday bargains' at the latest when they get home, if not at customs. At the same time, the economic damage to trade mark owners and Swiss exporters is huge, as their added value or Swissness premium is diminished.

Anything can be counterfeited – but importing fakes into Switzerland is banned

It's by no means just handbags and shoes that are counterfeited. Increasingly, fakes may be replacement parts, electronic goods or other safety-related components. Importing counterfeit goods into Switzerland is prohibited, however. Customs can confiscate and destroy counterfeit goods, even if they're 'only' a small souvenir for personal use. The current [customs statistics](#) (2023) show a slight drop in the volume of goods detected in the possession of holiday-makers and individual travellers. This is primarily due to persistent awareness-raising measures. Incidentally, buying online from dubious merchants is dangerous too. The risk of data misuse is higher. So the motto is: 'Keep an open eye whatever you buy!'

Branded as Swiss... but something's amiss

In the area of Swissness, misuse particularly affects goods that people associate with Switzerland in view of their appearance, materials or other characteristics but that hardly live up to the quality criteria of a genuine Swiss product. Classic examples are items such as watches, chocolate and pocket-knives. However, some suppliers of software and medical services in the areas of health and beauty also advertise with a Swiss cross – although their products or services come from other parts of Europe or from India or Brazil. Misuse of Swiss indications of source on goods of non-Swiss origin or in company names can be found worldwide.

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 cooperation between the business community and the authorities. STOP PIRACY provides the general public with facts, analyses and information about the risks of counterfeiting and piracy, and what lies behind them.

stop-piracy.ch

The association **Swissness Enforcement** is a joint private and public sector initiative. The goal of this association is to effectively fight the wrongful use of Swiss indications of source abroad through close coordination between business and public administration. The association intervenes where there are individual cases of misuse that affect both public and private interests.

enforcement.swiss

Links: Tips for consumers: [How to recognise counterfeits](#)
Swissness: [Facts & Figures](#)

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