

2003 Global AntiCounterfeiting Awards Presented on World AntiCounterfeiting Day

Paris, France; Washington, DC—June 19, 2003 (Embargoed until 10 AM GDT, June 19)

The 2003 **Global AntiCounterfeiting Awards** were presented in back-to-back ceremonies on World AntiCounterfeiting Day (June 19th) at the Au Travellers, in Paris and the JW Marriott Hotel in Washington, D.C. This sixth annual set of **Global Awards**, organized by the Global Anti-Counterfeiting Group (GACG) and *Authentication News*®, recognizes special achievements by organizations that have “gone the extra mile” in their efforts to prevent counterfeit products from reaching consumers.

With counterfeits now taking an estimated 8% of world trade, according to figures from the Counterfeiting Intelligence Bureau, and sub-standard counterfeits causing death and injury to unsuspecting members of the public, the **Awards** encourage and recognize firm action against counterfeits and counterfeiters by public sector organizations, industry associations, brand-owning companies and media organizations.

Winners and Commended organizations recognized for their outstanding achievements this year are:

Public-Sector Organization:

- Winner: French Customs & Excise Service
Commended: Customs Service of Macao Special Administrative Region (People’s Republic of China)
Trading Standards North-West IP Group (UK)

Association

- Winner: Coalition for Intellectual Property Rights (Russia)
Commended: China Association of Enterprises with Foreign Investment (People’s Republic of China)

Company

- Winner: The Gillette Company
Commended: Adobe Systems France
Cartier (France)

Media

- Winner: [The Economist](#)

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The Awards are open to nominations from anyone with an interest in brand protection and the anticounterfeiting field, ensuring a wide spread of nominations from across the globe. A panel made up of last year's winners and representatives from the GACG and *Authentication News* did the judging.

This year, the presentations were made at back-to-back ceremonies taking place on World AntiCounterfeiting day, first at the Au Travellers (25 av des Champs Elysées) in Paris, beginning at 8:45 AM. The GACG was represented at the ceremony by Silvio Paschi, Vice-Chair of the GACG and Director General of Indicam, the Italian Anti-Counterfeiting Group. Representatives from French Customs, The Economist, Adobe Systems France, and Cartier were present to receive recognition.

Ian Lancaster, European Director of Reconnaissance International, publisher of *Authentication News*, pointed out that “World AntiCounterfeiting Day and the Global Awards draw attention to the problems of and solutions to counterfeiting. This attention is necessary if the problem is to be understood, confronted and corrected!”

Four hours later, at the Marriott Hotel (1331 Pennsylvania Ave.) in Washington, D. C., representatives from Gillette, Coalition for Intellectual Property Rights, and China Association of Enterprises with Foreign Investment gathered to be recognized. John Anderson (Chairman of the GACG, Director General of the Anti-Counterfeiting Group, the UK Anticounterfeiting organization) pointed out that “These Awards demonstrate the growing global co-operation and collaboration that is necessary to thwart the counterfeiters. By working together, law enforcement agencies, trade associations and brand owners can be effective in preventing sometimes dangerous and usually sub-standard products from reaching the public, who are innocent victims of these counterfeiting criminals.”

Lewis Kontnik, US Director of Reconnaissance, added, “The quality and global reach of the winners as well as the international nature of the ceremonies, timed to take place on World AntiCounterfeiting Day, illustrates that recognition of counterfeiting is on the rise as well as the necessary steps to fight it. “

This is the sixth year for the **Global Anti-Counterfeit Awards**, created by Reconnaissance International, publisher of *Authentication News*, and the fourth year they have been organized in collaboration with the GACG, the worldwide federation of national anti-counterfeiting organizations.

Details of Awardees and Commended Organizations

French Customs, France; Award, Public-sector Organization

The French Customs & Excise Service is a Department reporting to the Minister of Finance, Economy and Industry. It is managed by a Commissioner (directeur général) nominated by the



Prime Minister and appointed by the President. French Customs, traditionally one of the world's strongest customs organizations, has added new programs and dramatically increased its level of anticounterfeiting enforcement actions over the past three years. In 2001, for the first time, more than 5 million fakes were seized (5,369,104 v. 706,729 in 1997). This achievement can be explained by the improvement of the targeting techniques used by the French Customs for its enforcement. (www.douane.gouv.fr)

Customs Service of Macao Special Administrative Region, People's Republic of China, Commended, Public-sector Organization

The Macao Customs Service (www.sa.gov.mo) has proven itself to be a highly effective antipiracy and anticounterfeiting organization since its return of sovereignty to China on December 20, 1999 and its official establishment in November, 2001. Previously, Macao headed the US Special 301 Watch List for optical disk copying and other IP infringements. In 2002, in significant part due to Macao Custom's effort, most of the pirate facilities were closed and Macao was removed from the Watch List.

Trading Standards North-West IP Group, UK, Commended, Public-Sector Organization

TSNWIP is one of more than 100 Trading Standards offices in the UK responsible for ensuring that the public is protected from commercial scams including use of over-weighted scales or gas pumps, and other commercial frauds. Protection against counterfeits is one of its responsibilities. The NorthWest office had created a dynamic information sharing program with 22 other local authorities and REACT UK (a brand owner consortium) that is becoming a model for developing intelligence on criminal counterfeiting activity. This crime-fighting model is now being adopted by other TS offices around England. (Peter Astley, Chair TSNW IP Group, astley@warrington.gov.uk)

Coalition for Intellectual Property Rights, Russia; Award, Association

CIPR is a four-year old public-private-consumer partnership dedicated solely to protecting and enforcing intellectual property rights in Russia, the CIS and Baltic States. It has become the leading IPR and anti-counterfeiting association in the region and has stimulated the adoption of stronger IP legislation in Russia, Ukraine, Kazakhstan and Latvia. It established the Russia IP Working Group, bringing together industrial property and copyright owners, consumer groups and business associations to work for stronger enforcement. In addition, it has conducted important research on the extent of counterfeiting and piracy, consumer attitudes, and economic losses, as well as assisted its members, law enforcement and government in combating product counterfeiting in the region. (www.cipr.org)



China Association of Enterprises with Foreign Investment, People's Republic of China; Commended, Association

CAEFI is an association comprised of over a thousand international companies doing business in China. The Quality Brands Protection Committee (QBPC—last year's Association Award winner) is a member. CAEFI has been instrumental in the establishment and success of the QBPC. It serves as a bridge to promote and facilitate exchange and cooperation between its members and the Chinese government. It has facilitated this process for the QBPC, including helping to organize meetings with Vice Premier Wu Yi. Its stature and active commitment to the efforts of the QBPC have helped to foster the developing commitment of the Chinese government to combat counterfeiting. (www.etisu.com).

The Gillette Company, Award, Company

Early in 2000, Gillette announced a cut in workforce and the closing of factories in part due to counterfeiting. Ed DeGraan, acting CEO openly told business leaders that bogus products cost tens of millions of dollars, and also impaired Gillette's vow "to sell the same product with the same quality anywhere in the world." The company, under the leadership of its current President and CEO, Jim Kilts, made fighting counterfeiting a top level priority on all levels. It has conducted hundreds of raids on fake battery and razor manufacturers and distributors in China and elsewhere, adopted new operational approaches and assumed a top level leadership role in mobilizing brand holders worldwide through the Global Business Leaders Alliance Against Counterfeiting. Already a leader in the IACC, it became a founding member and now chairs the MIT AutoID Center, was a founder and is an active leader in the Quality Brands Protection Committee and recently played a founder's role in the National Association of Manufacturers' Product Counterfeiting Working Group. In 2003, it became the first major company to test the RFID tags developed in connection with the MIT Auto-ID Center placing a 500M unit order and launched field tests with Tesco and Wal-Mart stores. (www.Gillette.com)

Adobe Systems, France; Commended, Company

Adobe France has dedicated itself to fighting piracy and counterfeiting through an innovative channel education campaign among other actions. The aim of the campaign was first to have resellers understand that software piracy affected their profits, and to gain their support of the program. The theme was: "Who has stolen your market share?" Following study of the reseller's reactions, Adobe created a full support system for the resellers to fight software piracy. More than 500 resellers joined this program. This effort led to the formation of an important partnership in which Adobe offers participating resellers marketing and sales leads. Tying the anticounterfeiting fight through its distribution channels to increased reseller revenues in a creative and important approach. (<http://partners.adobe.fr>).

Cartier, France; Commended, Company

Cartier, a leading luxury company and a part of the Richmont Group, has been a leader in fighting trademark counterfeiting both in 'bricks and mortar' and internet commerce. Through a several year long effort, on April 15, 2003, it received an award of \$4.85M, the largest contempt award

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ever in a trademark counterfeiting case, against a collection of criminals that were selling knockoffs over the Internet and through other channels. To achieve this award, the company had to follow a trail leading from the notorious web site, www.fakegifts.com, through a series of international connections, ending ultimately in China. In the process, it managed to close down 175 web sites selling counterfeits. Its efforts also lead to the arrest and conviction of Mark DiPadova, the first-ever online distributor of fakes in the US to be convicted. (www.cartier.com).

The Economist, UK; Award, Media

The Economist has taken a consistent and considered position in reporting on the counterfeiting issue over several years. Recently, it has examined the issues raised in Naomi Klein's No Logo, and published an important rebuttal: "Pro Logo". On May 20, 2003, it published a detailed examination of the issue, "Counterfeiting: Imitating property is theft," by staff writer Shereen El Feki. The publication's feature analysis and editorial positions have helped educate readers around the world. (www.economist.com).

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Note to Editors

The Global Anti-Counterfeiting Group (**GACG**) is the international federation of national anti-counterfeiting coalitions which has a growing number of member organizations in Europe, North America and Asia. GACG aims to co-ordinate lobbying of international organizations involved in IP law enforcement; to raise awareness of the international dimension of the social and economic impact of the trade in fakes; to co-ordinate brand owner support for international law enforcement agencies and to foster new and improved networks, including the formation of new national anti-counterfeiting coalitions. www.gacg.org / john.anderson@a-cg.com

Reconnaissance International, the leading global source of business intelligence on authentication, brand and document protection, is the publisher of *Authentication News*®, and organizer of the international **Authentication & Counterfeiting Protection** conference and the **Pharmaceutical AntiCounterfeiting Solutions** Briefings. More information can be found at www.Reconnaissance-Intl.com

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World AntiCounterfeiting Day was established in 1998 by GACG members following the lead of the French Group: The Union des Fabricants, which had traditionally held a day event each year to focus on different aspects of the campaign against the trade in fakes. Since 1998, the GACG members have held various events focusing mainly on the international dimension of counterfeiting and piracy and particularly on travel and tourism aspects. Events have been held at international airports, ports and autoroute toll plazas in UK, Germany, Italy, Sweden, USA, and Spain. These events have also provided occasions for the release of research results and special messages by the national anti-counterfeiting coalitions such as the removal of duty-free shopping for tourists in the European Union in 2000.