

High level conference
May 13rd, 2008

Marc-Antoine JAMET
Chairman – Union des Fabricants (UNIFAB)



1. Presentation

2. Alarming growth

3. Propositions

1. Unifab presentation

a. History

- Created in 1872 by French pharmacists
- Recognized as a public interest organization in 1877
- Today: 400 members from all industry sectors



1. Unifab presentation

b. Organization

EXECUTIVE COMMITTEE

Air Liquide
Altadis
Bic
British American Tobacco
Danone
Hermès
Lacoste
L'Oréal
Louis Vuitton Malletier
LVMH
Microsoft
Nike
Peugeot
Philip Morris
Polo Ralph Lauren
Renault
Richemont
Sanofi Aventis
Seb
Walt Disney
Weston



BOARD OF DIRECTORS

Chairman

Marc-Antoine Jamet – LVMH

Vice Chairman

Philippe Lacoste – Lacoste

Administrators

Patrick Mousset – Novartis
Loïc Armand – L'Oréal
Marie-Aimée Bich Dufour - Bic
Christiane BUTTE – Danone
Fabrice DUCCESCHI - Nike
François GARNIER - Pfizer
Jean-Claude Hanus - PSA
Philippe Laco – Walt Disney
Marc Mosse - Microsoft

1. Unifab presentation

b. Organization: international team



Union des Fabricants FRANCE

16, rue de la Faisanderie

75116 Paris

T : 01 56 26 14 03

F : 01 56 26 14 01

Email : info@unifab.com



Union des Fabricants CHINA

Shenku Yard – Ritan Park

Chaoyang District

Beijing 100020

T: 00 86 10 856 17 842

F: 00 86 10 856 17 840

Email : pranjard@unifab.com



Union des Fabricants JAPAN

SK Bldg. 3F

1-5-5, Hirakawacho

Chiyoda-ku, Tokyo

102 – 0093

T: 00 81 (03) 32 39 – 3110

F: 00 81 (03) 32 39 – 3224

Email : gIntok@psnet.co.jp

1. Unifab presentation

b. Goals

- Inform and support its members



1. Unifab presentation

b. Goals

- **Work with Government departments and Administrations**



Collaboration with Mr. Woerth, Minister for the Budget

1. Unifab presentation

b. Goals

- Increase public awareness



**UNIFAB Communication summer campaigns
in the South of France and in Paris**

2. Alarming growth

a. The counterfeiting change

b. The Internet issue

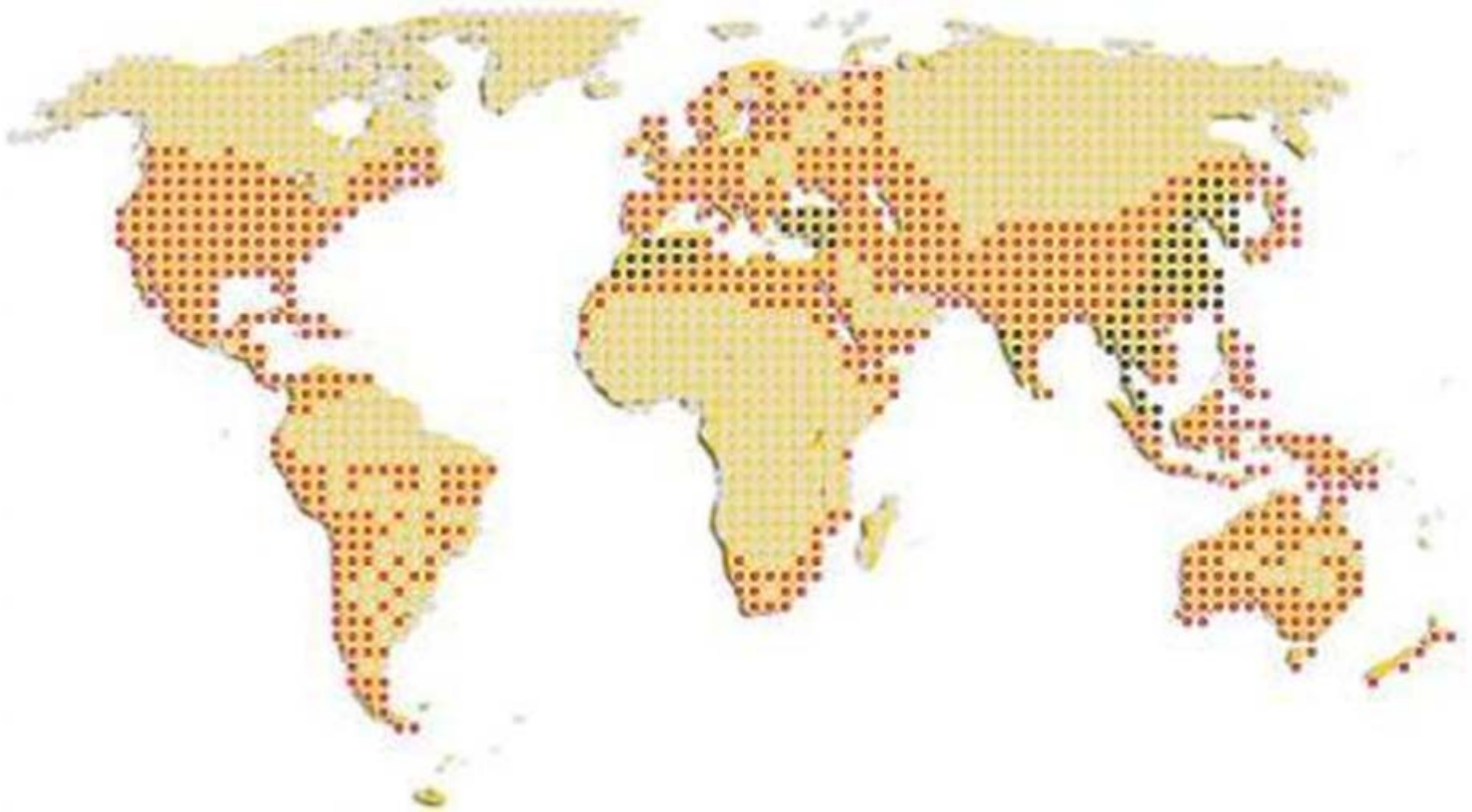
b. World key figures

c. Risks for health and safety

d. Sustainable development

2. Alarming growth

a. The counterfeiting change: *Internationalization*



- Main production area
- Main distribution area

2. Alarming growth

a. The counterfeiting change: *Diversification*



2. Alarming growth

a. The counterfeiting change: *Criminalization*



**LE CRIME ORGANISÉ
COMPTE SUR VOUS**

Ceux qui vendent des contrefaçons disent que c'est une bonne affaire. Si vous achetez, ils font toujours une bonne affaire. Ils vous vendent des produits dangereux, exploitent des êtres humains, blanchissent l'argent sale, financent le terrorisme et les réseaux criminels.

Vous êtes client ?

**CONTREFAÇON
DANGER** 

CNAC

www.contrefacon-danger.com

Cette campagne coordonnée par l'Union des Fabricants et l'Institut National de la Propriété Industrielle avec l'appui de missions délégué à l'Industrie.

France - UNIFAB 2004
« *The organized crime is
relying on you* »



**SELLING COUNTERFEIT
PRODUCTS IS ILLEGAL**

Counterfeit products are commonly thought to be fake designer goods or illegally copied music, movies or software.

But counterfeiters also make pharmaceuticals, food, liquor, toys and electrical products that can harm or kill you or your loved ones.

Dealing in counterfeit products is a crime that can carry severe penalties - fines of up to \$1-million dollars and imprisonment of up to five years.

If you suspect a counterfeiting crime has taken place, report your suspicions immediately. Please go to www.CACI.ca for more information.

How do I know if the product I'm buying is counterfeit?

Some indicators to watch for:

- the price is much lower than average;
- the quality varies on the product or package;
- products normally sold in packages being sold individually;
- visibly separate area of the product or package;
- products (particular electrical products) that have no name brand.

Keep Canadians safe – buy the real thing

Canada

Canada - 2006



**ÊTES-VOUS PRÊT
À FINANCER
LE CRIME ORGANISÉ?**

La contrefaçon participe au financement des réseaux malfaisants.

**contrefaçon
NON MERCI**

0 820 22 26 22

www.non-merci.com

CNAC

France – CNAC 2006
« *Are you ready to finance
the organized crime ?* »

2. Alarming growth

a. The counterfeiting change: *Industrialization*



2. Alarming growth

a. The counterfeiting change: *Industrialization*



Counterfeit products factory in China

Louis Vuitton workshop in France

2. Alarming growth

a. The counterfeiting change: *increasing*



2. Alarming growth

b. World key figures: *Seizures*



French customs seizures

2. Alarming growth

b. World key figures: *Employment*



**ÊTES-VOUS PRÊT
À LAISSER
LA CONTREFAÇON
DÉTRUIRE
30 000 EMPLOIS ?**

La contrefaçon est responsable de la destruction de 30 000 emplois par an.*

**CONTREFAÇON
NON MERCI**

0 820 22 26 22
www.non-merci.com

INPI, CNAC, IFA

France – CNAC 2006

« Are you ready to let counterfeiting
destroy 30.000 jobs ? »



**WE LOST OUR JOBS BECAUSE OF
COUNTERFEIT PRODUCTS**

The trade in counterfeit products has an enormous negative impact on honest businesses and on Canada's economy. Thousands of jobs are lost when legitimate companies lose sales to counterfeiters. Counterfeiters often don't pay taxes. This means counterfeiting is stealing hundreds of millions of dollars from all levels of government, which robs funding from education, health care and employment. If you suspect a counterfeiting crime has taken place, report your suspicions immediately. Please go to www.CACN.ca for more information.

How do I know if the product I'm buying is counterfeit?
Some indicators to watch for:

- the price is much lower than average
- spelling mistakes on the product or packaging
- products normally sold in packages being sold individually
- shoddy appearance of the product or package
- products (particularly electrical products) that have no name brand

Keep Canadians employed – buy the real thing

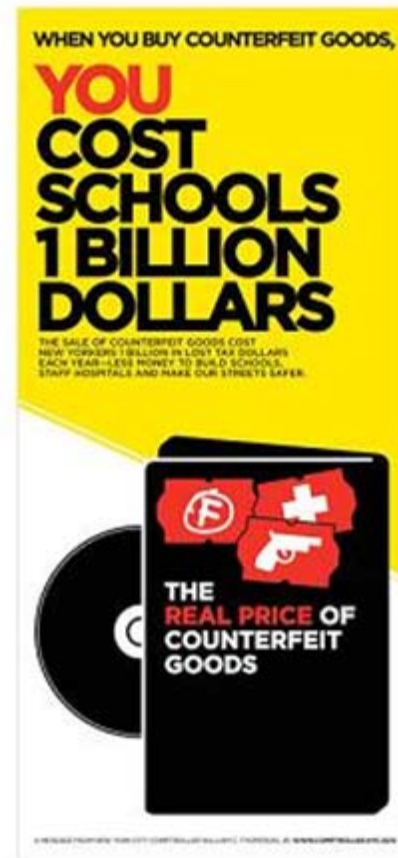
Product Counterfeit Crime Investigation Agency / Agence canadienne de lutte contre la contrefaçon / Agence de lutte contre la contrefaçon

Canada

Canada – 2006

2. Alarming growth

b. World key figures: *Loss of revenue*



United States – New York 2008

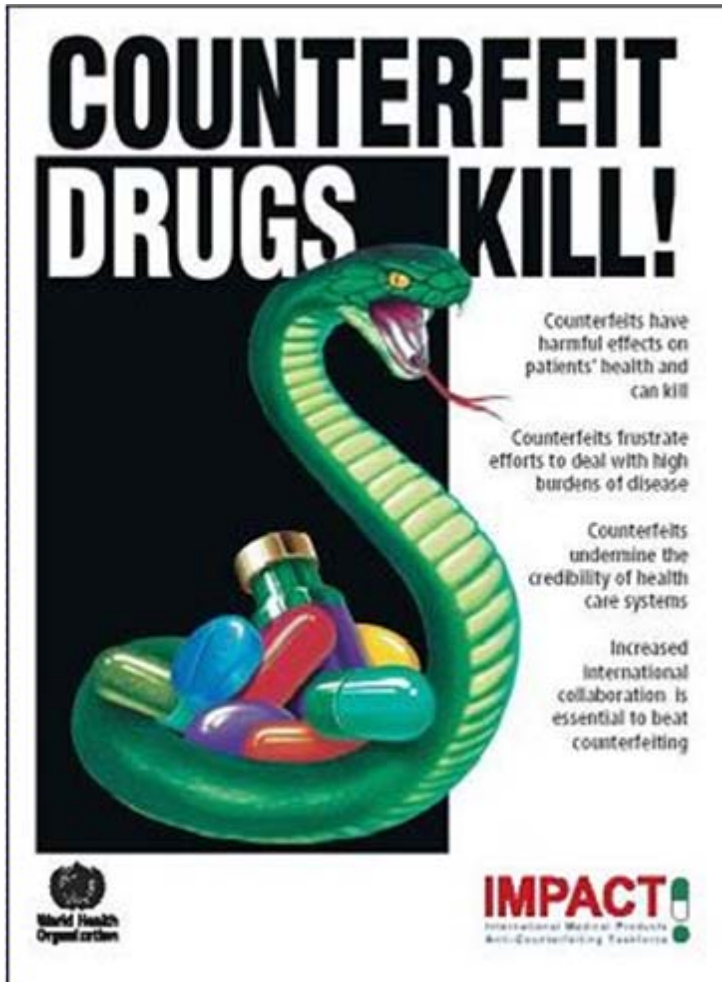
2. Alarming growth

c. Risks for health & safety: *drugs*



2. Alarming growth

c. Risks for health & safety: *drugs*



COUNTERFEIT DRUGS KILL!

Counterfeits have harmful effects on patients' health and can kill

Counterfeits frustrate efforts to deal with high burdens of disease

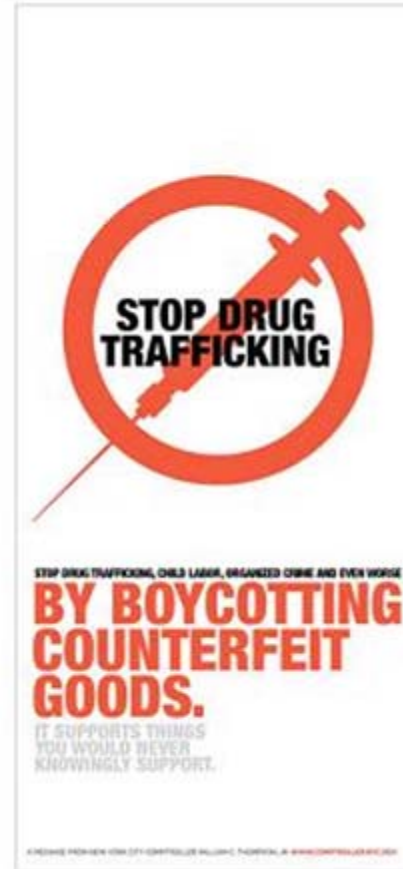
Counterfeits undermine the credibility of health care systems

Increased international collaboration is essential to beat counterfeiting

IMPACT
International Medical Products Anti-Counterfeiting Taskforce

World Health Organization

The poster features a green snake coiled around several colorful pills (red, blue, yellow, purple, green). The snake's tongue is flicking out, as if it is about to swallow one of the pills. The background is black, making the white and green text and the snake stand out.



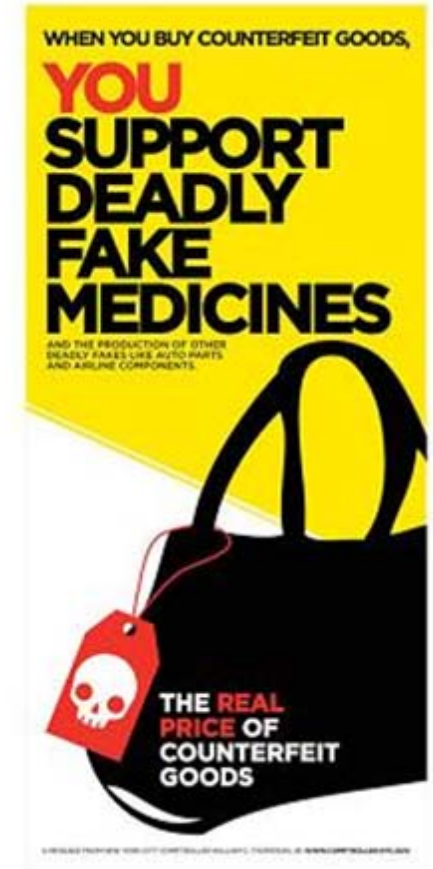
STOP DRUG TRAFFICKING

**STOP DRUG TRAFFICKING, CHILD LABOR, ORGANIZED CRIME AND EVEN WORSE
BY BOYCOTTING COUNTERFEIT GOODS.**

IT SUPPORTS THINGS YOU WOULD NEVER KNOWINGLY SUPPORT.

FOR MORE INFORMATION CONTACT CUSTOMER SERVICE AT WWW.COUNTERFEITGOODS.COM

The poster features a large red circle with a diagonal slash through it, resembling a prohibition sign. Inside the circle is a red syringe. The background is white.



WHEN YOU BUY COUNTERFEIT GOODS,
YOU SUPPORT DEADLY FAKE MEDICINES

AND THE PRODUCTION OF OTHER DEADLY FAKE LIFE, AUTO PARTS AND AIRLINE COMPONENTS.

THE REAL PRICE OF COUNTERFEIT GOODS

The poster features a black shopping bag with a red tag attached. The tag has a white skull and crossbones symbol. The background is yellow.

World Health Organization - 2006

United States – New York 2008

2. Alarming growth

c. Risks for health & safety: toys



WOULD YOU RISK HER LIFE?

Intentionally, thousands of deaths have been linked to counterfeit products.

Baby formula, children's toys, shampoos, cosmetics, pharmaceuticals, batteries and automobile parts have all been counterfeited and sold to North American consumers as legitimate brand names. Don't risk the health and welfare of your loved ones by purchasing these products.

If you suspect a counterfeiting crime has taken place, report your suspicions immediately. Please go to www.CAN.CC for more information.

How do I know if the product I'm buying is counterfeit?

Some indicators to watch for:

- ✓ the price is much lower than average
- ✓ spelling mistakes on the product or packaging
- ✓ products normally sold in packages being sold individually
- ✓ visible appearance of the product or package
- ✓ products purchased by other products that look too similar

Keep Canadians safe - buy the real thing

Projet Canadien - Programme pour la Protection de la Propriété Industrielle et Artistique

Canada

Canada – 2006



Vous pensez qu'ils sont identiques ?

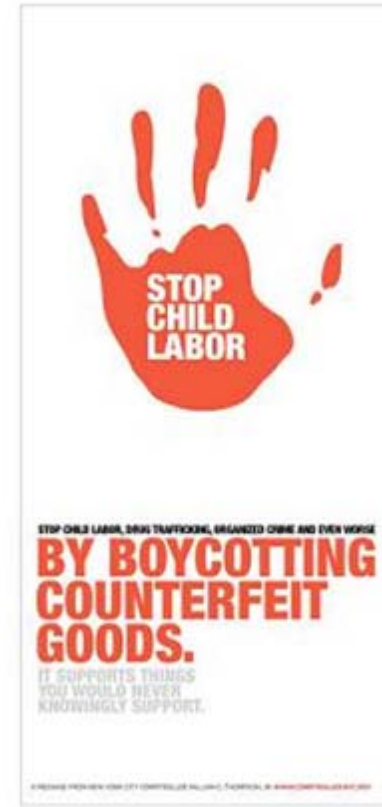
None of these things are identical



France – UNIFAB 2008
*« Do you think they are identical ?
 They have nothing in common »*

2. Alarming growth

d. Sustainable development: *children work*



2. Alarming growth

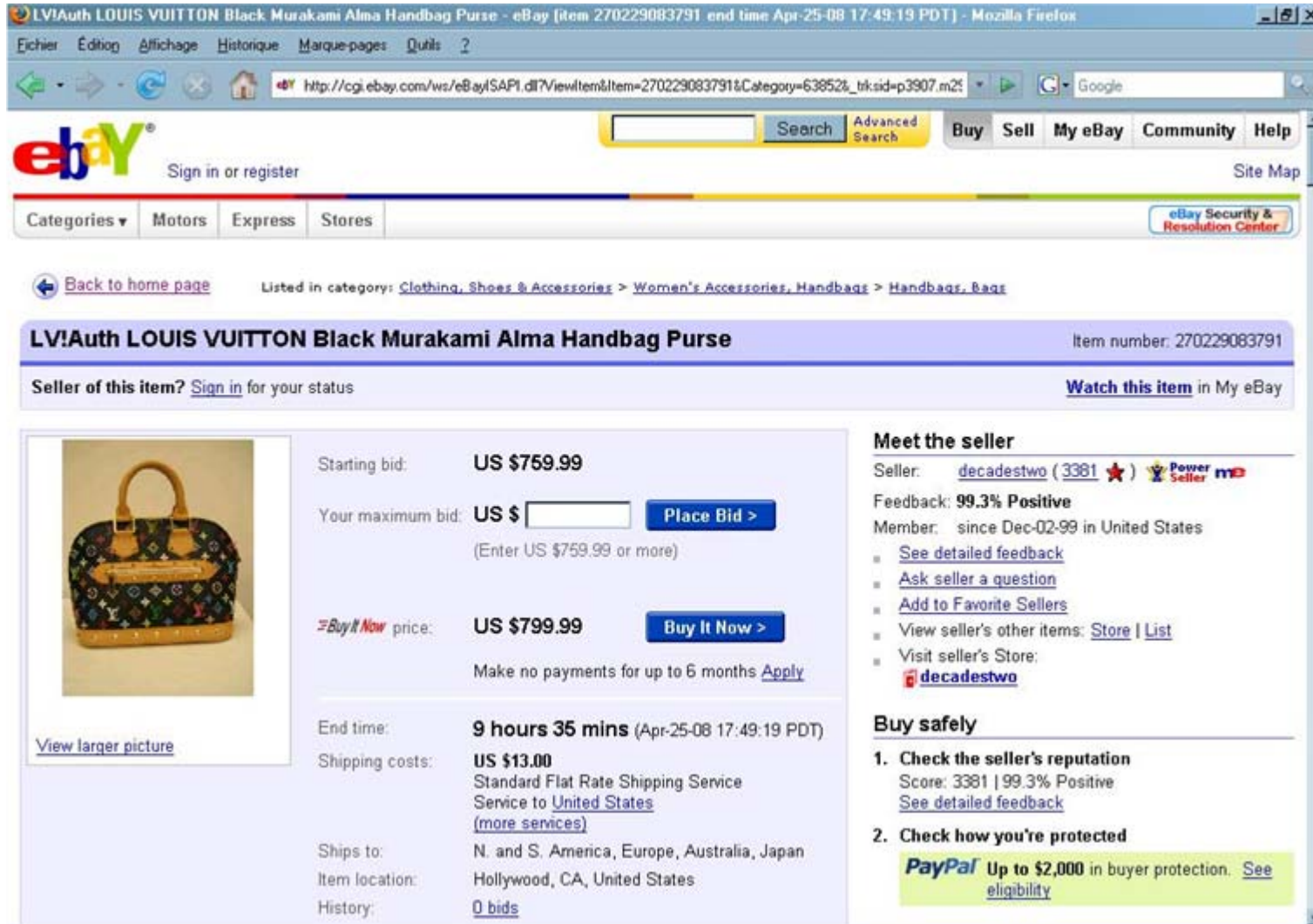
d. Sustainable development: *children work*



Italy - INDICAM / UNIFAB / ROME December 2007
« *Behind a fake bag there is not a great fashion designer* »

2. Alarming growth

e. The internet issue



The screenshot shows an eBay listing for a Louis Vuitton handbag. The browser window title is "LV!Auth LOUIS VUITTON Black Murakami Alma Handbag Purse - eBay [item 270229083791 end time Apr-25-08 17:49:19 PDT] - Mozilla Firefox". The URL is "http://cgi.ebay.com/wz/eBay/SAP1.dll?ViewItem&Item=270229083791&Category=63852&_trk_sid=p3907.m2". The page features the eBay logo, a search bar, and navigation links. The listing details include a starting bid of US \$759.99, a "Buy It Now" price of US \$799.99, and a shipping cost of US \$13.00. The seller's information is also visible, including a feedback score of 99.3% Positive and a member since Dec-02-99.

LV!Auth LOUIS VUITTON Black Murakami Alma Handbag Purse - eBay [item 270229083791 end time Apr-25-08 17:49:19 PDT] - Mozilla Firefox

http://cgi.ebay.com/wz/eBay/SAP1.dll?ViewItem&Item=270229083791&Category=63852&_trk_sid=p3907.m2


ebay Sign in or register Search Advanced Search Buy Sell My eBay Community Help Site Map

Categories Motors Express Stores eBay Security & Resolution Center

Back to home page Listed in category: Clothing, Shoes & Accessories > Women's Accessories, Handbags > Handbags, Bags

LV!Auth LOUIS VUITTON Black Murakami Alma Handbag Purse Item number: 270229083791

Seller of this item? Sign in for your status Watch this item in My eBay

 Starting bid: US \$759.99

Your maximum bid: US \$ Place Bid >

(Enter US \$759.99 or more)

Buy It Now price: US \$799.99 Buy It Now >

Make no payments for up to 6 months Apply

End time: 9 hours 35 mins (Apr-25-08 17:49:19 PDT)

Shipping costs: US \$13.00
Standard Flat Rate Shipping Service
Service to United States
(more services)

Ships to: N. and S. America, Europe, Australia, Japan

Item location: Hollywood, CA, United States

History: 0 bids

View larger picture

Meet the seller

Seller: [decadestwo](#) (3381 ★) Power Seller m

Feedback: 99.3% Positive

Member: since Dec-02-99 in United States

- See detailed feedback
- Ask seller a question
- Add to Favorite Sellers
- View seller's other items: Store | List
- Visit seller's Store: [decadestwo](#)

Buy safely

- Check the seller's reputation
Score: 3381 | 99.3% Positive
[See detailed feedback](#)
- Check how you're protected
PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Example: a counterfeit product sold on eBay

2. Alarming growth

e. The internet issue



Italy - Milan 2005 / 2006
« *The real pirate is you* »

3. Propositions

1. **Counterfeiting as a major theme of the French EU presidency**
2. **Creation of a High representative post**
3. **Launch of a European awareness campaign**
4. **Creation of a European Counterfeit Observatory**
5. **Support ACTA project**
6. **A draft treaty to the Palermo Convention**

Thank you for your attention.



16, rue de la Faisanderie
75116 Paris – France

Tel : + 33 1 56 26 14 03

Fax : + 33 1 56 26 14 01

Email : info@unifab.com

Website : www.unifab.com