



**#EUStopfakes campaign**  
**High-level event**  
**Palazzo Giustiniani, Sala Zuccari**  
**(27 gennaio 2014, 14:30 – 16:00)**

The spread of counterfeit goods is a major obstacle to economic growth and can also pose serious risks to safety and health of EU citizens. These fake goods, which mimic legitimate items but cost a fraction of the price, are harming legitimate enterprises and increasing unemployment. The United Nations has estimated that the annual volume of trade in counterfeit goods is more than €200 billion worldwide, a number comparable to the illegal drug trade. Small and medium-sized enterprises, on which the European economy heavily depends for new jobs, are particularly susceptible because they have less power to avoid counterfeiting. A homogenous approach to raise awareness on the risks of counterfeiting is needed at EU Level.

For all these reasons, on 20 December 2012, European Commission Vice-President Antonio Tajani, launched the ‘Stop Fakes’ campaign aimed, on the one hand, at informing citizens and consumers about the dangers of fake products and, on the other hand, at fostering collaboration between different European and national authorities in the fight against counterfeiting. The campaign, promoted by the VP Tajani and Commissioner Barnier, is based on a mix of media tools, including a dedicated webpage, a series of press events, a video clip in five EU languages, outdoor advertisements and a 16-page brochure in 23 different EU languages.

This conference will represent a key opportunity to take stock of the actions taken so far against counterfeiting and their impact in the different Member States. High representatives from Institutions, industry, traders and consumers associations and national authorities involved in the fight against fake goods, will be invited to take the floor. During the conference, representatives from different Member States will give evidence of their efforts to fight counterfeiting, as well as of the impact of the European Commission "Stop fakes" awareness campaign in their country.

# **"Fighting counterfeiting and reviving the economy" IT Lotta alla contraffazione e rilancio della crescita**

Moderator: Antonio Selvatici, journalist

## **14:30 Opening speeches**

**Pietro Grasso**, President of the Senate of Italy

*Screening of the #EUStopfakes campaign's video produced by the European Commission*

**Antonio Tajani**, Vice President of the European Commission

**Flavio Zanonato**, Italian Minister of economic development

**Saverio Capolupo**, Commanding General of Guardia di Finanza

**Giuseppe Peleggi**, Director General of Italian Customs and Monopoly Agency

## **15:15**

### **Counterfeiting , industrial competitiveness and citizens' awareness**

**Lisa Ferrarini**, President of the Technical Committee for "Made in" and Anti – Counterfeiting

**Philippe Coen**, Vice President of Unifab (Union des fabricants)

**Nobert Drude**, President of ZKA (The German Customs Investigation Bureau)

**Reneta Nikolova**, President of the Bulgarian Association of Journalists Against Corruption

## **16:00 Conclusions**