



## FICPI INFORMATION DOCUMENT

### 25 JUNE 2013

INFORMATION DOCUMENT	
<p><b>TITLE:</b> FICPI meeting with the World's Customs Organization (WCO) on 25 June 2013 in Brussels, Belgium</p> <p><b>DRAWN UP BY:</b> <i>Daniel Alge, President of EUCOF (European Union Member's Commission of FICPI)</i></p> <p><b>PURPOSE:</b> For information and publication in the library section of FICPI's website</p>	<p>QR CODE:</p> 

On 25 June, 2013, a FICPI delegation consisting of Coleen Morrison, Vice-President, Daniel Alge, President EUCOF, Antonio Pizzoli, Chair CET 4, and Leo Jessen, Chair CET 6, met with the following people from WCO:

Christophe ZIMMERMANN, Senior Technical Officer, Compliance and Facilitation  
Co-ordinator, Combating Counterfeiting & Piracy and IPM Project  
Sylvie DEGRYSE, Analyst, WCO Consumer Protection and IPR Programme Compliance and Facilitation Directorate

The meeting took place at the offices of the WCO in Brussels.

WCO is an international body with 179 members (Member States) that assists its members in dealing with customs activities, including the provision of know how to combat piracy and infringement of intellectual property rights (IPRs).

After the normal opening remarks, Coleen Morrison summarised the recent activities concerning customs interaction since our last meeting, including the information that one of our members of trademark group CET 1, James Fish, has attended a WCO meeting in March 2013.

Christophe ZIMMERMANN then provided an overview of the most recent activities of WCO. In 2013 WCO already trained 80 countries by giving specific advice on problems that are brought to WCO by its members, by providing training courses (information about international legislation (TRIPs, etc.), the needs of the private sector, risk analyses and how to detect counterfeiting, including "real life training"). Such training courses are also provided regionally (WCO has 6 "regions" world-wide). On the other hand, WCO has also an operational arm that directly acts to track down and remove counterfeit goods. He mentioned an action wherein WCO has caught about 1.1 billion (!) counterfeit good within only 10 days in one of such concerted operations (WCO also recruits and trains its own specialised customs officers for such purposes). Main targets (harbours) are usually harbours in Africa and Latin America wherein most of such counterfeit goods are caught. He also informed us that besides counterfeit also fake drugs are an increasing topic for WCO.

Mr. Zimmermann up-dated us on the Interface Public-Members (IPM). IPM is an online and mobile application enabling right holders to provide customs officers with real-time data on their products (fotos; videos; tutorials; typical features of fake products; characteristic features of original products). This service is available for customs and right holders. Costs for this service (for right holders) are 250-300 EUR. Customs officers can access this information anywhere in the world via a simple and secure interface available in their national language. In 2010, the WCO introduced this online tool serving as an interface between frontline customs officers and the private sector. Since then, over 50



countries have joined and around 3,000 Customs officers are now connected to IPM. By the end of 2013, IPM will count 80 countries and some 8,000 connected Customs officers.

We have assured to the WCO that we will bring this information to our FICPI members (e.g. by the present report) to further transmit this information to our clients.

With respect to drugs, Mr. Zimmermann informed us that for fake drugs, mainly the internet trade seems to be the most prominent problem for rich countries. Most medicines (85 % to 90 %) detected by the customs are medicines without prescription. Fake drugs are still at a low level (< 5%), whereas steroids and anabolica are of high percentage. In contrast to other topics (trade mark enforcement, textile fake, etc.), medicines are a target accepted by all WCO governments.

We were also informed that fake food products become an increasing issue; even a fake building (!) was once detected. Remarkably, many fake products were sold for the same or even higher prices as original products.

Coleen Morrison concluded that the information provided by WCO was of a high value for FICPI and that we would pass on this information to our members, e.g. to make them aware of instruments, such as the IPM.

*[End of report]*