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General Secretariat
2010

Working Together to Combat Global Transnational Organized Counterfeiting

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INTERPOL

“Crossing Borders and Sectors: Exploring Robust Anti-Counterfeiting Solutions”
ANSI Conference
September 22, 2010



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INTERPOL Priority Crime Areas



Public Safety and
Terrorism



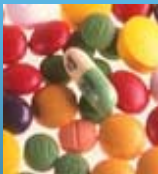
Financial and
High-Tech Crime
(IPR Programme)



Trafficking in Human
Beings



Fugitive Investigative
Support



Drugs and Criminal
Organizations



Corruption



INTERPOL IPR Programme

- Central point of reference for 188 member countries, all public and private sector stakeholders
- Raising awareness about nature and extent of transnational organized IP crime
- Integrated IP crime training and operational interventions into transnational organized IP crime
- Coordinating and facilitating regional cross-industry law enforcement interventions
- Certification Industry Against Counterfeiting (CIAC)
- International IP Crime Investigators College (IIPCIC)



Transnational Organized IP Crime

- Intellectual property (IP) crime a generic term used by INTERPOL to describe all types of counterfeiting and piracy
- Large number of industry sectors work with the INTERPOL IPR Programme
- Including: agrochemicals; battery; beverages; business software; certification (product health and safety); clothing; condoms; cosmetics; electrical; games software; food; household goods; image consumables; luxury goods; recording; motion picture; motor vehicle manufacturers; plastic; satellite; shoe polish; skin care; spirits; sports; telephone; tobacco; toys; and, watch manufacturers
- Common denominator – all targeted by transnational organized criminals on a regional and increasingly global basis



Transnational Organized IP Crime

- 145 INTERPOL member countries (77%) are affected by transnational IP crime
- 48% of all cases are transnational involving two or more countries and 12% of cases linked to other areas of organized crime
- Increasing evidence that the same counterfeit product types are found in every INTERPOL region. Increasing presence of counterfeit product types which have serious implications for the health and safety of consumers
- Industrialized manufacture and distribution of counterfeit and pirated goods is a transnational organized criminal activity which takes place on a regional and increasingly global basis



Delivering Success 2005-2009

- Africa: four regional deployments into transnational organized medical product counterfeiting in Kenya, Lesotho, Malawi, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe resulting in seizure of counterfeit and illicit medical products including more than 100 different types of medical products (Operation Fiela; Operation Mamba; and Operation Zambezi)
- Southeast Asia: three regional deployments in the context of IMPACT in Cambodia, China, Indonesia, Laos, Myanmar, Singapore, Thailand and Vietnam resulting in closure of 120 pharmacies and illegal drug outlets and seizures of millions of counterfeit pills (Operation Jupiter SE Asia and Operation Storm)
- South America: four regional deployments into all types of transnational organized IP crime in Argentina, Bolivia, Brasil, Chile, Paraguay, Peru and Uruguay resulting in seizures valued at USD \$302 million and 718 arrests (Operation Jupiter)



***INTERPOL Intellectual Property Crime
Training & Operational Workshops***
Co-hosted by the Kenya Police

Nairobi, Kenya, 20-25 November 2008



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Operation Fiela





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Operation Zambezi





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Operation Zambezi





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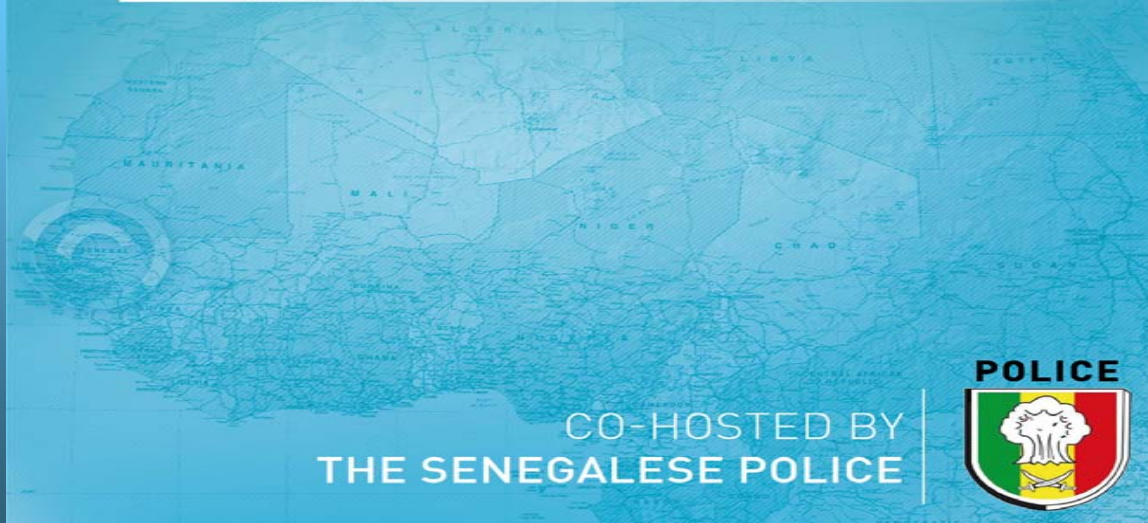
Western and Northern Africa



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INTELLECTUAL PROPERTY RIGHTS PROGRAMME
WESTERN AND NORTHERN AFRICA
IP CRIME TRAINING AND OPERATIONAL WORKSHOPS

DAKAR, SENEGAL | **20-25 MAY 2010**



CO-HOSTED BY
THE SENEGALESE POLICE





Western and Northern Africa

Operational Plan

- Operational planning meeting in Lyon on 15 September 2010
- Target commodities – all types of counterfeit and pirated goods with particular emphasis on health and safety
- Operational deployments in Benin and Togo in October 2010
- Series of three one-week integrated training and operational deployments in Benin, Burkina Faso, Cote D'Ivoire, Ghana, Liberia, Nigeria, Togo in 2011



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Operation Jupiter South America

Key elements:

- Operation Jupiter pilot operation
- Tri-Border: Argentina, Brasil and Paraguay
- Leadership provided by the IPR Programme with coordination support from the INTERPOL Buenos Aires Regional Bureau
- Committed participation by national police, customs, WCO and IP crime affected industries: motion picture, recording, pharmaceutical and tobacco industry



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J U P I T E R O P E R A T I O N 2



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Operation Jupiter I - II - III South America Argentina, Brasil, Chile, Paraguay and Uruguay

- Operation Jupiter I – Oct. - Dec. 2005 – 3 countries
- Operation Jupiter II – Oct. - Dec. 2006 – 5 countries
- Operation Jupiter III – Oct. - Dec. 2007 – 5 countries





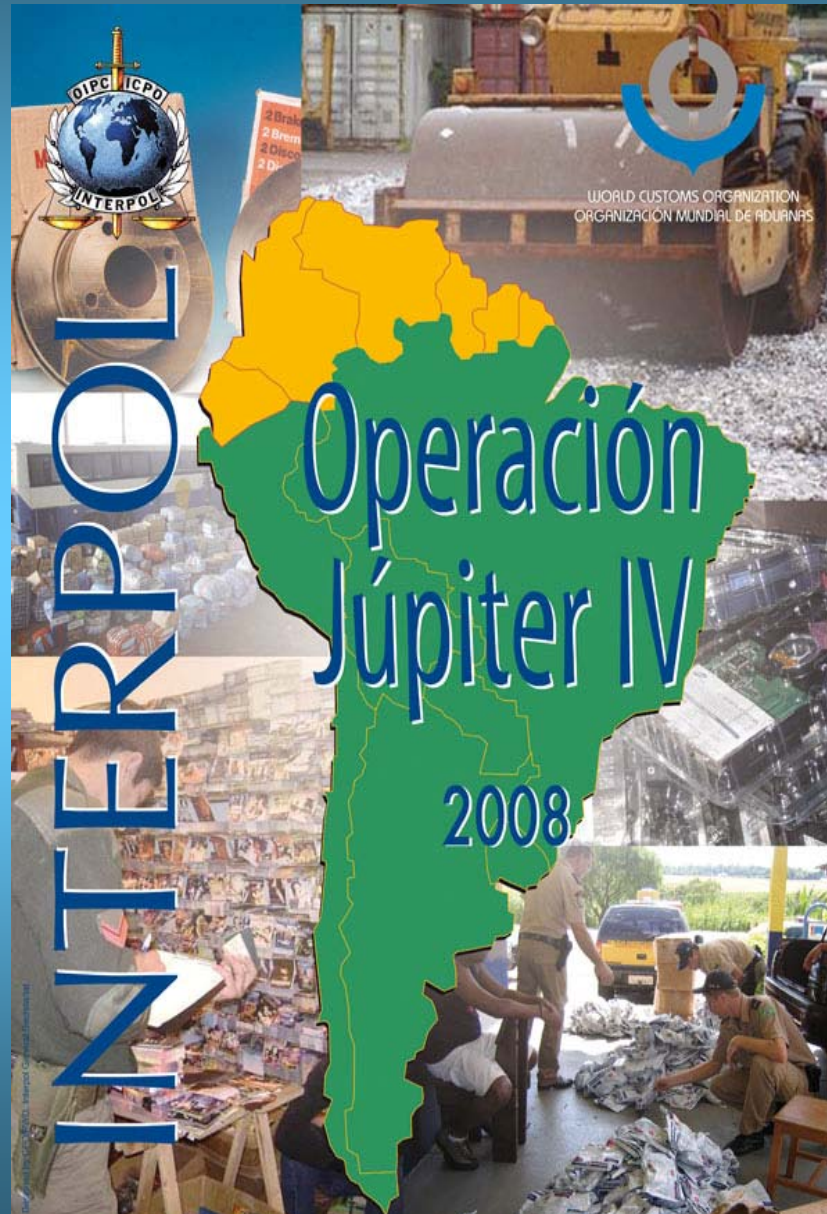
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Operation Jupiter





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Operation Jupiter IV South America

July – September 2008

Argentina

Bolivia

Brasil

Chile

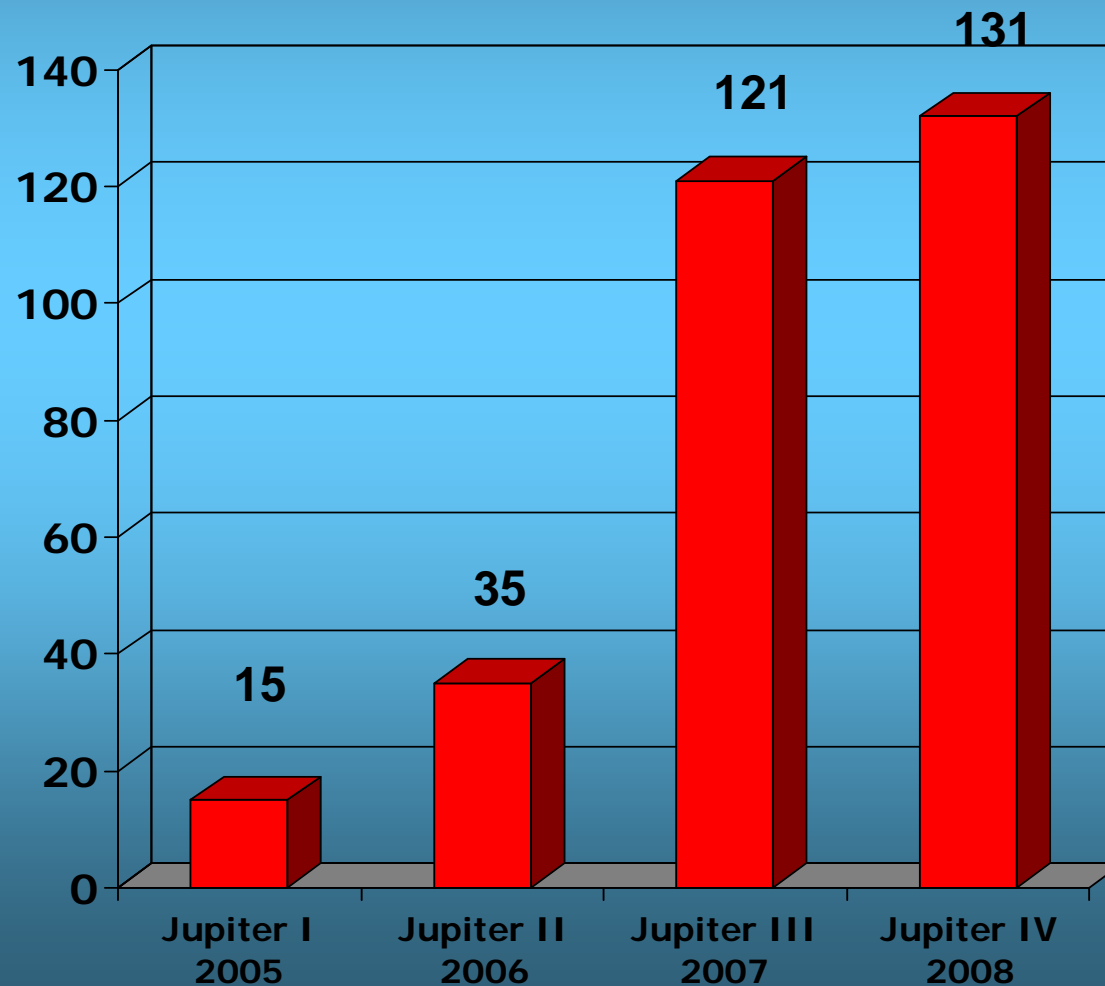
Paraguay

Peru

Uruguay

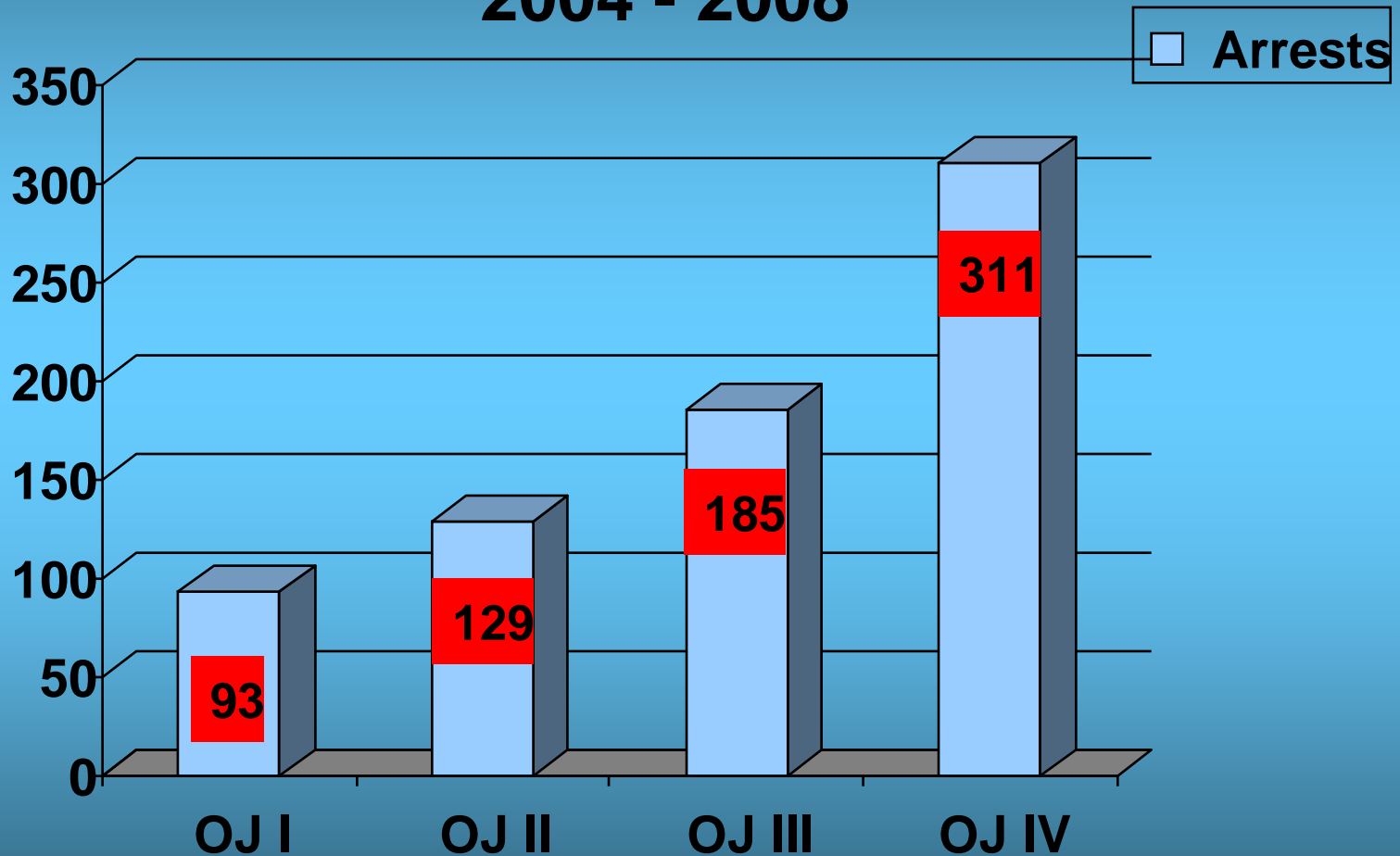


Operation Jupiter – South America Seizure of goods in US\$ million dollars



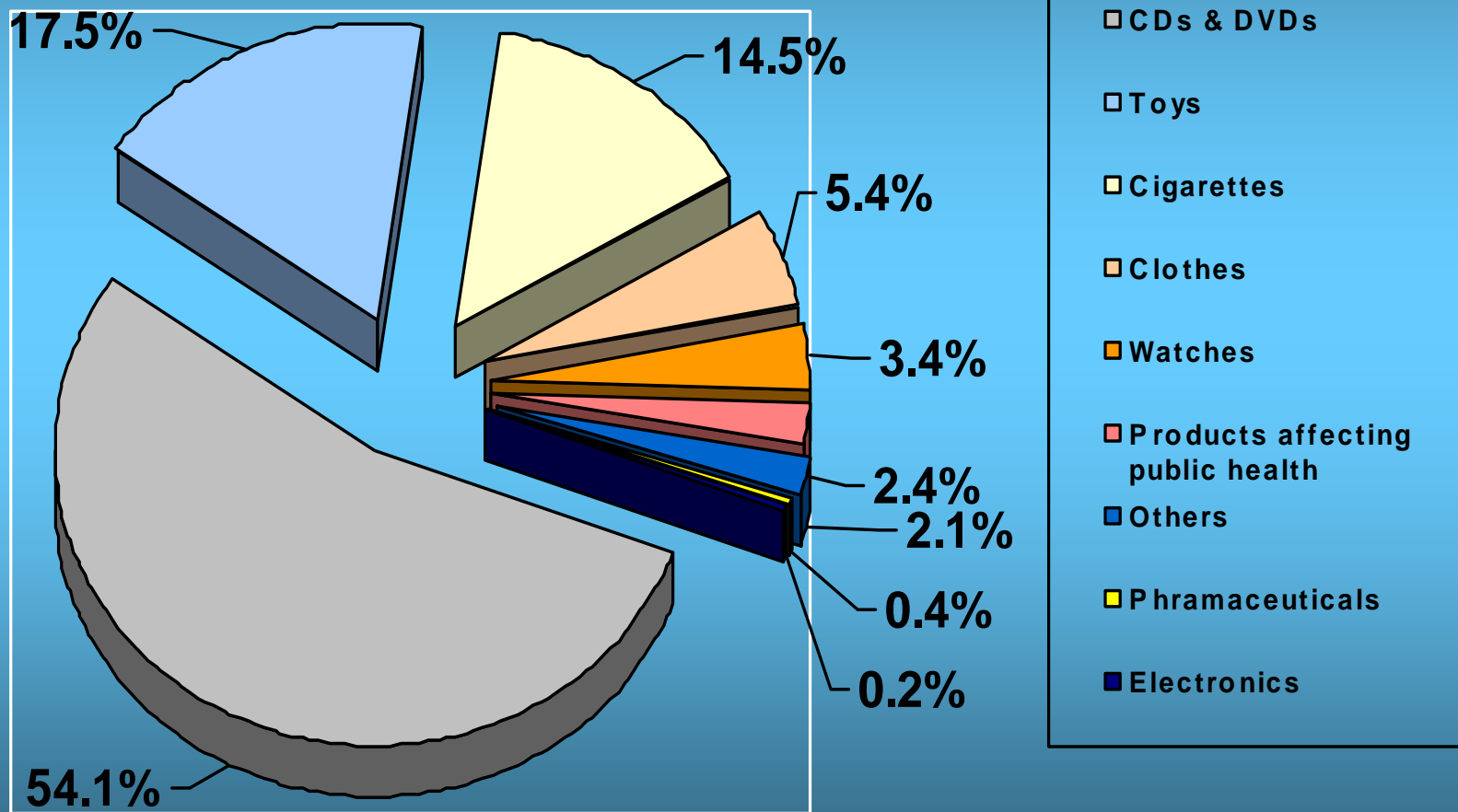


Operation Jupiter South America 2004 - 2008





Operation Jupiter – South America 2004 - 2008





Operation Jupiter South America

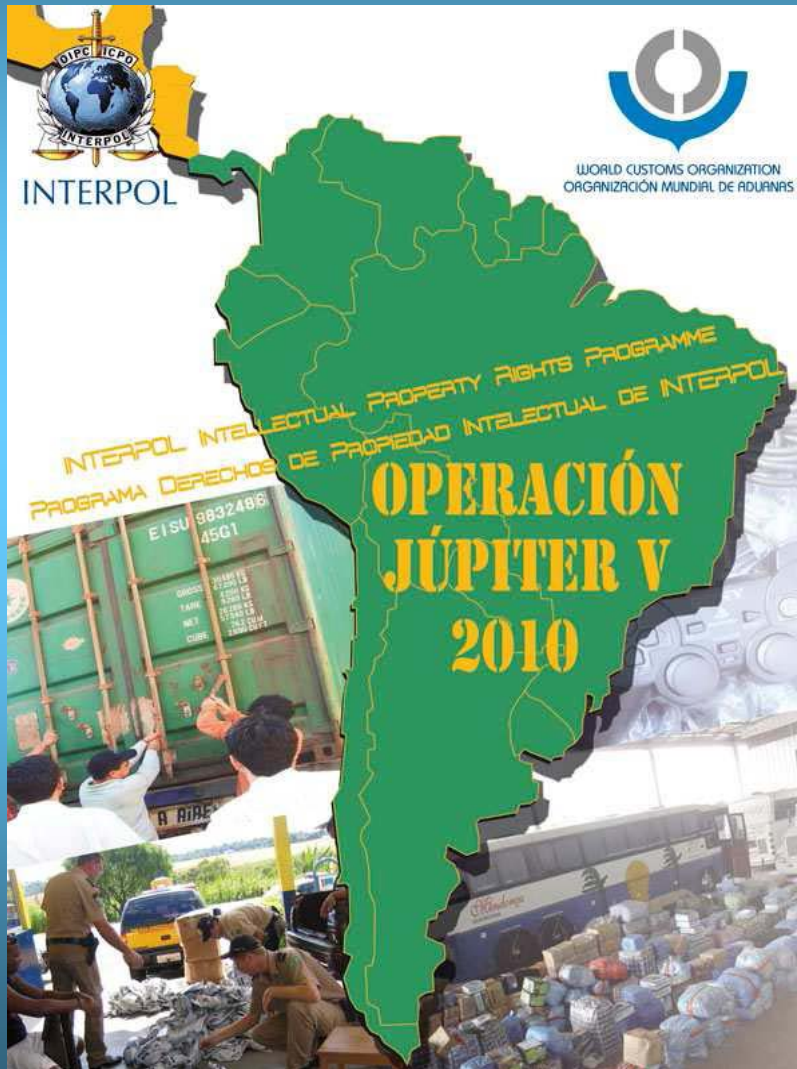
Collective benefits successfully delivered:

- Raised profile of IP crime as a policing priority
- Development of national police expertise and IP crime investigation skills
- Catalyst for increased level of IP crime policing activity and dedicated IP crime investigative units
- Continuity, better communication, co-operation and coordination between police, customs, IP crime affected industries and other stakeholders



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Operation Jupiter V





Transnational Organized IP Crime

- Common transnational organized crime characteristics and target products found in every region
- Majority of industrially manufactured counterfeit goods typically originate in SE Asia
- Regional and increasingly global collective remedies required to tackle counterfeiting, especially health and safety related products
- Even closer working relationship between public and private sector stakeholders required to maximize opportunities to make meaningful interventions
- Greater emphasis on working proactively in partnership with source countries including China, Thailand and Vietnam



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Certification Industry Against Counterfeiting



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Certification Industry Anti-Counterfeiting Summit

INTERPOL General Secretariat,
Lyon, France,
17 March 2008





Opportunities for CIAC

- INTERPOL and CIAC Operation “Overshock”
- Target products: counterfeit and sub-standard electrical products bearing counterfeit certification marks that adversely affect the health and safety of consumers
- Broad integrated cross-industry approach by certification industries, standards bodies, international organizations, manufacturers, national law enforcement agencies and other stakeholders
- Maximizing IPR Programme opportunities to develop proactive partnerships with law enforcement agencies in source countries



Overshock Strategy

- Convert information into action
- Build a compelling, persuasive health and safety related business case showing regional and worldwide impact of target manufacturers in source countries
- Business case must contain evidence of regional and worldwide distribution of counterfeit and sub-standard electrical products bearing counterfeit certification marks
- No anecdotal evidence - we must be credible otherwise the opportunity will be missed
- INTERPOL to work to secure support and active participation of law enforcement agencies in source countries



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Capacity Building and Training

- Increased emphasis on capacity building and training since 2008
- Training seminars, workshops and IP crime conferences have delivered training for over 2300 police middle managers
- Reliable mechanism still needed to consistently deliver high quality, relevant global IP crime training solutions





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International IP Crime Investigators College (IIPCIC)

- Inclusive global solution for all member countries and IPR Programme stakeholders developed in partnership with UL University
- Global IP crime training resource accessed and delivered on-line through IGLC in all INTERPOL languages supplemented by classroom materials
- Consistent, high quality, relevant and timely training to effectively combat current and emerging threats from transnational and organized IP crime
- Trained investigators better able to participate in INTERPOL-led regional and global interventions with reliable network of IIPCIC subject matter experts and country coordinators



Conclusions

- INTERPOL is working closely with member countries to deliver regional and global success
- IPR Programme is uniquely able to bridge the gap between stakeholders to fill the transnational enforcement void and deliver added-value
- Providing global leadership and consistently delivering anti-IP crime benefits
- Public and private sector investment, leadership and shared vision with INTERPOL has made it happen

2010 International Law Enforcement IP Crime Conference

Co-hosted by INTERPOL & Hong Kong Customs
in Partnership with Underwriters Laboratories



Hong Kong, China
19 - 21 October, 2010

For more information please visit www.UL.com/ace



"Working Together to Break Organized Crime"



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