

Crossing Borders and
Sectors: Exploring Robust
Anti-Counterfeiting
Solutions



The Need for Anti-counterfeiting Standards Coordination

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Counterfeiting Impacts

- Counterfeiting effects everyone
 - Impact on consumers
 - Impact on business
 - Impact on governments





Counterfeiting supports

- Counterfeiting supports
 - Local criminals
 - Illicit business activity
 - International criminal organizations
 - Terrorists organizations

A study on Counterfeiting and Piracy

- A study by the RAND Corporation on film piracy commissioned by the Motion Picture Association in 2009:
“Film Piracy and Its Connection to Organized Crime and Terrorism”
- Major crime organizations and their activities

Counterfeiting Affects Industries and Issues

- Consumer Goods
- Food
- Pharmaceuticals
- Aerospace
- Critical Components
- Entertainment
- Electronics
- Automotive
- Identity Documents
- Immigration
- Transportation
- Medical Device
- Bearings
- Industrial Components
- Intellectual Property
- ETC.

Current ANSI/ISO Standards Activity

- ANSI/NASPO Security Assurance Standard
- ISO TC 247 “Fraud countermeasures and controls”

ISO MSS ‘Security Assurance’

ISO NWIP ‘Anti-counterfeiting unique numbering system’

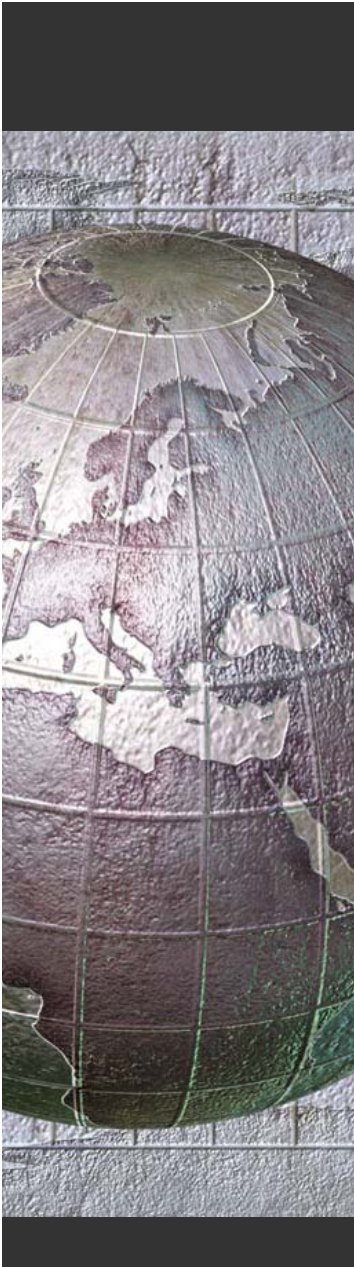
- ISO PC 246 “Anti-counterfeiting tools”
ISO CD ‘Performance of anti-counterfeiting technologies’
- Other industry specific SDO’s





Need for cooperation

- Counterfeiting affects varied industries.
- Solutions are often non-industry specific.
- Standards can support multiple industries.
- Compliance to multiple industry standards are costly and unwanted.
- Standards development provides a forum to bring together cross sector industry experts.



Conclusion

- This is a complex multi-industry issue.
- Industry standards should align with national and international standards.
- A means to coordinate that effort should be established.

Thank you

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