

**MEDIA RELEASE**

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Decline in counterfeit goods in tourist traffic

Last year, a total of 3,125 consignments of commercially imported goods were seized by customs. These products originated primarily from Asia. In tourist traffic, the number of counterfeit goods seized by customs showed a sharp decline. Bags and clothing were the items most frequently brought into Switzerland by travellers, which in a third of cases originated in Turkey.

The purchase of counterfeit goods online also continues to be popular with Swiss consumers, a fact confirmed by Swiss custom's statistics: a total of 3,125 consignments of counterfeit goods intended for importation, including purchases by private parties over the internet, were seized at Swiss border crossings. This number is in line with the general trend observed in recent years. In one case out of two, the counterfeit goods seized concerned watches or jewellery, followed closely by handbags, travel bags and wallets. As to the country of origin of these goods, China is at the top.

Origin of counterfeit goods by country (commercial goods)

Country	Per cent	Primary goods
China	38.4%	Bags, watches and jewellery, clothing
Hong Kong	33.6%	Bags, watches and jewellery, clothing
EU	18.5%	Watches and jewellery, bags, other goods
Turkey	2.9%	Bags, watches and jewellery, clothing
Singapore	2.3%	Watches and jewellery, bags, mobile phones including components and accessories

Sharp decline in counterfeit goods seized in tourist traffic

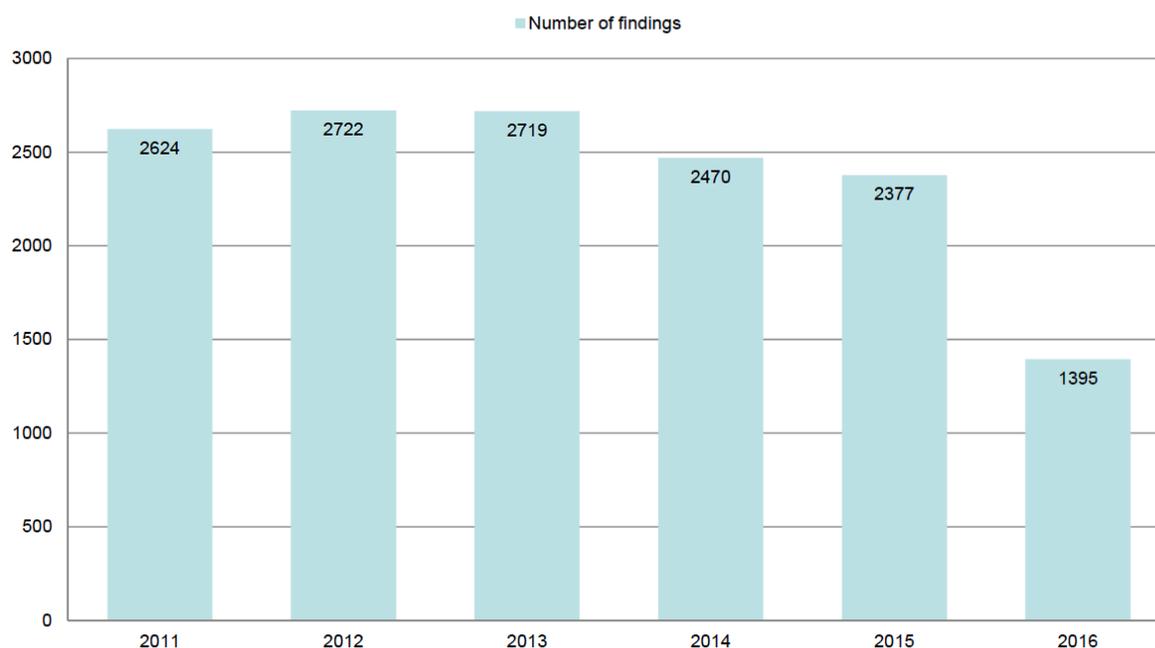
The trend observed over the past two years has intensified. As the graph below shows, customs registered a sharp decline in counterfeit goods intercepted in tourist traffic last year: a total of 1,395 interventions in 2016 compared with 2,377 in 2015. The categories of goods most affected were bags and wallets (35.5%), followed by clothing and clothing accessories (32.3%), then watches and jewellery, glasses and other personal accessories (26.6%). Almost one third of goods seized from travellers originated from Turkey (30%), followed by the EU (26%) and Kosovo (9%).

The decline in counterfeit goods intercepted in tourist traffic could be due to the success of STOP PIRACY: "Our public awareness campaigns at Swiss airports prior to the summer vacation period seem to be bearing fruit. In addition, our posters in front of customs control are



very clear: it is forbidden to import counterfeit brand name goods and designs into Switzerland, even if only for private use," says Florence Clerc, Head of the STOP PIRACY Secretariat.

Tourist traffic



Source: Federal Customs Administration counterfeiting and piracy statistics 2016

The Federal Customs Administration statistics do not include counterfeit medication seized under the Therapeutic Products Act.

STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. This non-profit organisation works to educate and raise awareness among consumers as well as to promote co-operation between the business community and the authorities. STOP PIRACY positions itself in the public domain as a provider of facts and analyses, and actively informs about counterfeiting and piracy, the risks of this phenomenon and what is actually behind it.

Links: [STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform](#)

[Intellectual Property Statistics 2016 from FCA](#)

[Tips for consumers - recognising counterfeits](#)

Information: **STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform**

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