

**MEDIA RELEASE****BERN, 08.03.2018****Counterfeits – raising awareness among consumers becoming increasingly important**

In 2017, customs offices seized 1,633 consignments in commercial goods trade (3,125 in 2016). Customs confiscated 899 counterfeit goods from tourist traffic (1,395 in 2016). The main reason for this decline is the federal government's stabilisation programme. Therefore, consumer awareness of counterfeit goods and the effects they have upon the economy is all the more important.

Swiss consumers enjoy ordering goods online from all around the world. Yet not everything which is delivered to Switzerland is legal. Whether it is handbags, watches, jewellery or clothing, any attractive and enticing online offer has the potential of being a counterfeit. Of all consignments seized by customs, three quarters still originate from China and Hong Kong. With tourist traffic, however, it is different. Of all counterfeit goods confiscated from tourists, almost 60% originated from the EU and Turkey. Of these, close to 40% were handbags, travel bags and wallets, followed by watches, jewellery and glasses (almost 30 %).

In comparison to last year, the number of consignments seized by customs has drastically reduced. In commercial goods trade, which also includes postal and courier consignments, there was a decline of close to 50% (1,633 consignments seized in 2017 but 3,125 in 2016).

Due to staff reductions stipulated by the federal government's stabilisation programme, the customs offices cannot check as many consignments as before. Consequently, less counterfeit goods are being detected. Customs complies with legislative policies and works with those resources that the policies make available.

However, the phenomenon of product counterfeiting itself has not diminished in scale and significance. Almost everything that has a good name is forged and copied. Every purchase of a counterfeit product results in financial loss for the original producer, and deprives the state of tax revenues and social security contributions. All the more important, therefore, is consumer awareness about the shady side and background to counterfeit goods. STOP PIRACY employs diverse campaigns to inform the Swiss population about how counterfeit goods can be identified and how to avoid purchasing them. "It always starts with a decision to make a purchase, and that should be made with the knowledge of the risk that the product may be a counterfeit," says Florence Clerc, head of the STOP PIRACY Secretariat, "and customs is concerned with ensuring that the law is complied with."



STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. The 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 and what is actually behind it.

Links

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

[Intellectual Property Law Statistics 2017 from the FCA](#)

[Tips for consumers: Recognising counterfeits on the internet](#)

Further questions: STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform

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