

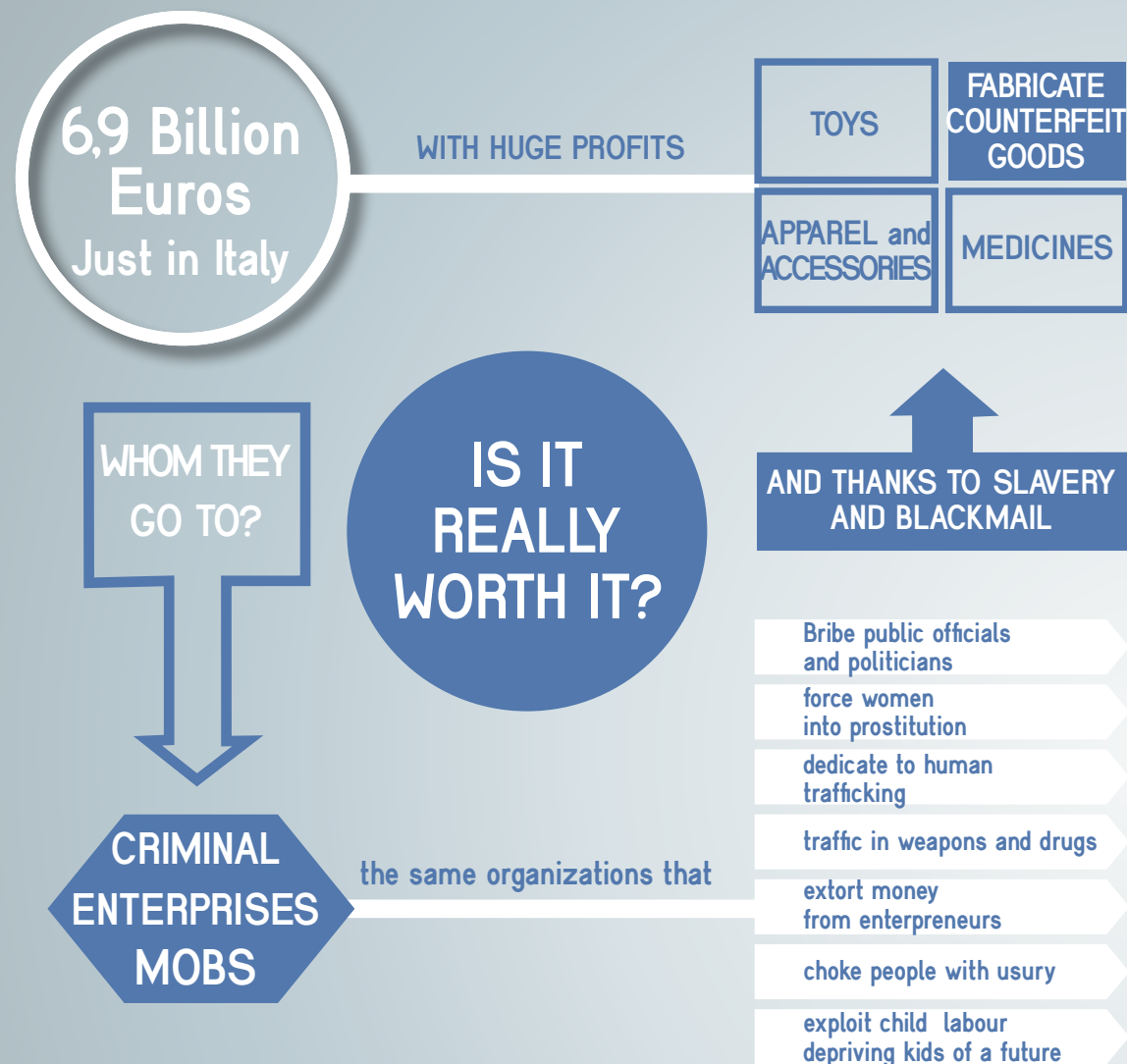


# FAKE COUNTERFEITING UNLAWFUL COMMERCE THE MARKET BLACK HOLE



Keep out, don't be part of the problem, you lose  
way more than you can imagine





- The World Bank (World Development Report) estimates a **global turnover in counterfeit goods** around 350 **billion euros**.
- In **Italy 35,9%** of the whole counterfeiting turnover weighs **on the fashion industry**.
- Italy is the first European Consumer of fake products and places third among producers in the world.
- In **2011**, over **114 million articles** were stopped by customs at the EU external border.

## What does the fake market take away from the Italian economy?



These are the aggregated resources that the fake market takes away from Italy according to the CENSIS report on counterfeiting issued in 2012:

- **4,6 billion euros** equals to 1,74% of the total State income, the counterfeiting market takes those resources away through the loss of direct and indirect taxes.
- **110.000 jobs** equals to **36% of the whole Italian unemployment** rate in the first trimester of 2013 (source: ISTAT)
- **13,6 billion euros** is the value of the production subtracted to enterprises of any size and kind. These enterprises are hardly hit by a hideous form of unfair competition which poses relevant problems for them in order to compete on the market.

**WHO'S GAINING?**

**WHAT ARE WE LOSING? (in Italy only!)**

## YOU'VE GOT YOURSELF AN AWFUL DEAL

- The quality of what you bought reflects its price, you wasted your money since you'll have to spend it again in a short time.
- The materials used are treated with chemicals, colorants, and glues which might be allergenic, or worse, carcinogenic.
- You can incur in a fine for your purchase, from 100 up to 7000 €!

## YOU GIVE MONEY TO THE MOBS

Organized crime invests a lot on fake goods, nourishing that circle means the next fake product you will come in contact with might be your medicines, the break pad of your car, a component of the plane you're taking, etc.

## YOU DAMAGE ENTERPRISES THAT CREATE... EMPLOYMENT

The brands and designs you say you love so much. If you buy their mediocre imitations you foster an unfair competition against them. No enterprise caring about quality and regularity can face such a competition, innovation stops... and many potential employers are damaged.

## YOU DAMAGE YOUR COUNTRY

The production taken away from enterprises reverberates in the theft of State resources in terms of direct and indirect taxes. That income is precious, especially in times where every available resource should be effectively protected.

## YOU NOURISH THE EXPLOITATION OF PEOPLE

A multitude of irregular workers deprived of any right are kept that way all around the world: you're making that possible.

## YOU'RE AIDING CRIME

Producers and sellers of fake products commit a crime, buying their products and remunerating a criminal activity you foster the development not just of the activity itself but of the mobs carrying it out.

**THINK THAT OUT...**

## How do you avoid to purchase fakes?

Sometimes a glance is enough to understand something isn't right, some other times anyway, as a buyer, here's all you need to know, and it's simple:



If it's too good to be true, it's probably a fake! Is the price requested what you expect to pay for that product? If it's significantly lower, it's probably a fake.



Is the product sold by an official seller? Or an authorized retailer? Out of these distribution chains the chances of running into fake products, regardless of the price, increases substantially, and so does the risk of getting scammed.



Is the seller a person who enjoys your trust and who is authorized to sell that product/brand?



Does the package quality match the product? Are logos, brands, labels accurately placed and made, and do they give complete information? Sometimes the presence of typos, imprecisions in the logos, or the lack of the prescribed documentation and warranties reveal the nature of a counterfeit good

The adulteration of fake products on the market has reached such levels to make it hard to recognize them through the mere observation, many institutions are on the frontline against counterfeiting and unlawful commerce though. The activities by Guardia di Finanza, Agenzia delle Dogane, Chambers of Commerce, CNAC, Economic Development Ministry in Italy, the EU customs and the European Anti-Fraud Office (OLAF) at the European Union level, and several others, are the necessary completion of a culture which refuses lawlessness in commerce and the nourishing of organized crime.

## Report fake goods or ask for Information to the Authorities involved in the fight against counterfeiting.

### IN ITALY

Guardia di Finanza  
Agenzia delle Dogane  
Ministero dello Sviluppo Economico  
CNAC – Consiglio Nazionale AntiContraffazione  
ANCI  
INDICAM

### IN THE EUROPEAN UNION

EU Customs  
European Anti-Fraud Office (OLAF)

**DON'T BE AN ACCOMPLICE  
OF ALL THIS**

**Just solve the problem!**  
If no one wants fakes, the fake market dies

## To know more...

**European Commission** – Campaign against counterfeiting

**United Nations Office on Drugs and Crime** – Counterfeit Goods

**WIPO** – World Intellectual Property Organization – Countering Piracy and Counterfeiting

**Fake?**  
**NO, thanks**



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