



# Real or fake?

## Navigating the grey world of product piracy



SOPHIE BRAMEL

Performance Days Product Piracy Conference – May 14, 2014





# Speakers

- Claudia Naimi - Bundesfinanzdirektion Südost, Zentralstelle Gewerblicher Rechtsschutz  
She will be speaking about "Border Enforcement Measures - The role of customs in the fight against counterfeiting and product piracy".
- Alexander Peterlik, Business Development Manager GS1 Austria  
GS1 is a neutral, not-for-profit company that promotes a single worldwide standard.



# Introduction

**One in six products** sold online is said to be a counterfeit. Yet cybersquatting is just one of many hurdles in the battle to secure supply chains, protect products and reduce counterfeiting and grey market trading.

This panel discussion will discuss the latest developments in brand and product protection against piracy.



# Product Piracy basics

- Counterfeiting or product piracy is said to account for **5 to 8% of world trade**
- Grey market trading: trade of products that have been put into circulation on a specific market – in most cases a developing country — but find their way (thanks to their low price) into more developed markets such as the USA or Europe.





# Top five most copied consumer products

- 1 - Bags
- 2 - Watches and jewellery
- 3 - Clothes
- 4 - Home electronics
- 5 - Shoes

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# Thank you



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