



**Ukraine
Alliance
Against
Counterfeiting
and Piracy**

presents its awareness-raising campaign

***«Anti-Counterfeiting and Anti-
Piracy Days in Ukraine»***

Significant part of the Ukrainian market of consumer goods is of unfair nature.

Our economy is affected by a wide spread of counterfeits: legal goods can not compete with counterfeits by price, manufacturers and distributors lose their profit as result of producing, selling and importing less amount of goods, and therefore hire fewer employees, national budget loses potential taxes



Today all countries are affected by counterfeit goods

Almost everything is being counterfeited: food, medicines, alcohol, cigarettes, cosmetics, equipment, spare parts for vehicles, toys, tools, personal care goods, horticulture products, etc.

Global trade in counterfeits is estimated at \$250 billion annually, while trade in fakes is the second largest income source for organized crime groups around the world according to the United Nations Office on Drugs and Crime (UNODC).



Why counterfeiting has become such a great concern for all countries?

- ✓ Counterfeiting becomes very profitable business for criminals that exists owing to the permanently high consumer demand for cheap products and the low cost of production and distribution of fakes while the infringers are not deterred by severe punishment for this type of crime.
- ✓ Counterfeiting has evolved from handicraft industry (small clandestine workshops) to industrial enterprises with expensive and modern facilities and equipment. Once the nature of distribution of counterfeits has changed, this activity has become truly global.
- ✓ Proliferation of counterfeits seen during the recent years is mostly caused by the existing link between counterfeiting and criminal activity/terrorism. Today terrorist organizations networks step into trade in counterfeits in order to finance their military operations. Thus, production and selling of counterfeits become better organized, structured and more widely spread (as reported by the French Union of Manufacturers (Unifab))



Is it safe to buy counterfeits?

For consumers: counterfeits pose threat to life and health since they are not subject to any certification inspections being a part of a criminal market

For the state in general:

- have a negative impact on the economy of Ukraine by depriving its budget of billions of hryvnias of potential tax revenues annually;
- reduce country's direct investments due to the loss of investment attractiveness;
- attribute to growing corruption and crime;
- cause the lack of a fair competition in the market;
- cut jobs and lead to migration of professionals abroad;
- are harmful for the environment, contribute to increased environmental problems.

For the right holders: counterfeits cause financial losses and damage reputation of brands





What shall we do?

- stop illegal manufacture;
- track supply chains;
- improve the system of court prosecution and eliminate illegal networks;
- raise consumer awareness about the scale of the problem of counterfeiting since combating this phenomenon can only be efficient with support of a broader public



«I BUY REAL! I DON'T BUY FAKES!» —



under this slogan, in spring 2012, a continuing awareness-raising campaign «Anti-Counterfeiting and Anti-Piracy Days in Ukraine» was launched by the Ukraine Alliance Against Counterfeiting and Piracy (UAACP) in cooperation with the State Intellectual Property Service of Ukraine, the State Fiscal Service of Ukraine, the Ministry of Internal Affairs of Ukraine, the Ukrainian National Committee of the International Chamber of Commerce (ICC Ukraine).



By launching this campaign, Ukrainians joined the International awareness-raising campaign «Global Anti-Counterfeiting Day» initiated by the Global Anti-Counterfeiting Group Network (GACG Network) in 1998.



Numerous events taking place in Ukraine, Europe and the USA draw the public attention to global aspects of IPR infringements and emphasize the increasing need of a global community to strengthen its joint efforts in the fight against counterfeiting. Special attention is paid to the counterfeits endangering human health and safety.

Within the framework of the campaign «Anti-Counterfeiting and Anti-Piracy Days in Ukraine» regular events are carried out for the representatives of public authorities and business, students, pupils and media. More information about the awareness-raising campaign is available on the web-site www.uaacp.org







On December 10, 2015 the Ukraine's first permanent exhibition of the **MUSEUM OF COUNTERFEITS OF UKRAINE ALLIANCE AGAINST COUNTERFEITING AND PIRACY** was opened in the premises of the Kyiv University of Law of the National Academy of Science of Ukraine at Dobrokhotova Str., 7a.



Purpose of awareness-raising activities:

to promote formation of rational consumption model and to raise awareness among the Ukrainians about the risks and consequences of buying counterfeit goods.

Ukrainians should bear in mind that:

- counterfeiting is one of the main obstacles for the development of national manufacture;
- IPR infringements hamper innovations and economic development of the country;
- failure to comply with high standards in agrochemical sphere poses a threat of large-scale man-made disasters;
- fake medicines, toys, spare parts for transport vehicles, fertilizers and other similar goods can seriously harm consumer health and safety;



therefore —

**when buying a counterfeit one supports crime
and puts one's personal health and safety at risk!**



What are we striving for?

In order to create a civilized and safe commodity market in Ukraine we should develop an active citizenship and a kind of joint responsibility for the consequences of passivity and inactivity during production, distribution and purchasing of counterfeit goods...

... especially considering that such inactivity further generates impunity, growing crime and corruption in society, maintains unfair competition, reduces direct investment, and finally lowers living standards in our country.



We should remember that consumers are responsible for their own choice when buying a counterfeit product!

How to avoid buying a counterfeit product?

DO NOT buy goods:

- in the illegal and unequipped trade outlets, at spontaneous «flea» markets;
- on unofficial websites or websites with a bad reputation;
- if a price of a product seems to be too low (e.g. «promotional discount»);
- if a seller of a product seems suspicious.



Thank you for your attention!

**Ukraine Alliance Against
Counterfeiting and Piracy**

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