

BASCAP

Business Action to Stop Counterfeiting and Piracy

Counterfeits and the importance of Consumer awareness campaigns

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Business Action to Stop Counterfeiting and Piracy
(BASCAP)

International Chamber of Commerce (ICC)

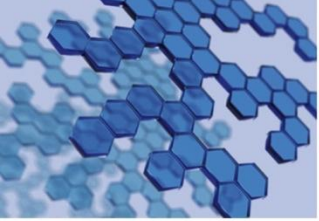
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Size of the problem

- Counterfeiting and piracy impacts virtually every product and service category
- Serious threat to consumer health and safety: fake medicines, counterfeit electrical goods, fraudulent foods etc.
- IP theft has grown into a lucrative business for organised crime networks
- Global economic value estimated to reach USD 1.7 trillion by end of 2015



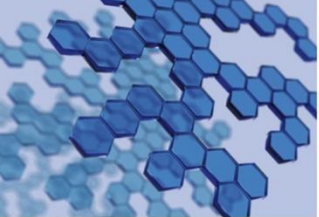
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Global consumer awareness campaign

Fakes Cost More, **I Buy Real**





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ADVOCACY



GLOBAL PARTNERS

Albania

Kenya

Trinidad & Tobago

Finland

Montenegro

Ukraine

Belgium

Mexico

Turkey

France

Morocco

United Kingdom

Ghana

Philippines

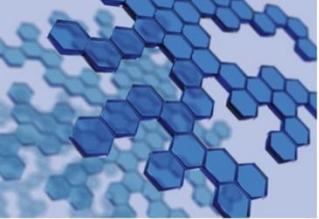
Zimbabwe

Germany

South Africa

Georgia

Spain



Example – The Philippines

The Intellectual Property Office of the Philippines (IPOPHL) is deploying the I Buy Real (IBR) campaign in PHL in 2015.

- Materials displayed on school and university campuses
- Link IBR actions with other IPOPHL activities and government agencies
- Launch localized versions of campaign at the October 2015 IPR Summit



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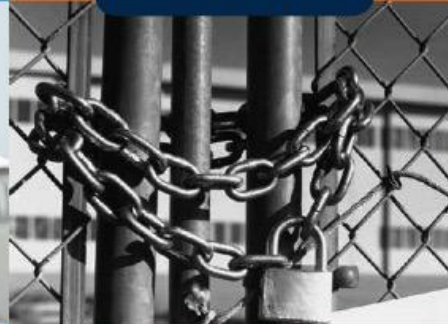
Campaign materials

FAKES CRASH COMPUTERS!



Getting the latest computer software for half price or even free sounds too good to be true. And it is. Counterfeit CDs and pirated software downloads can crash your computer, corrupt your hard drive, and destroy all your files and photos. Fake software costs more.

FAKES CUT JOBS!



Counterfeit products drain your community's economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.

FAKES COST LIVES!



Counterfeit medicines, brake pads, and even toys could cost the highest price of all—your life or the life of someone you love. Fake versions of these products and many more come with dangerous risks to your health, your safety, and even your life.

BUY REAL.
Because fake products
have real costs.



Learn more at
www.IBUYREAL.ORG



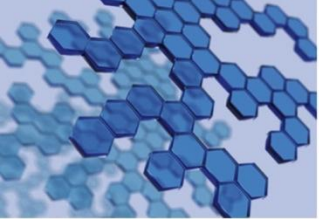
Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products.

BUY REAL. Because fake products have real costs.

Learn more at www.IBUYREAL.ORG

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Campaign materials



LAS FALSIFICACIONES CUESTAN MÁS.

PRODUCTOS FALSIFICADOS Y PÉRDIDA DE EMPLEOS

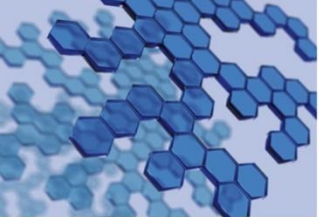


Los productos falsificados pueden afectar el pulso económico de su entorno porque privan a los legítimos fabricantes y vendedores de sus ingresos y abolen la necesidad de proveedores, transportistas y demás agentes que sirven de apoyo a la producción. Cuando caen las ventas se pierde empleo; quizá incluso el suyo propio.

¡COMPRE EL ORIGINAL! Porque por los productos falsificados se paga un precio muy real.

Más información en www.IBUYREAL.ORG





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For more information please visit:

www.iccwbo.org/bascap

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