



The role of the Rights holders

**National Workshop
on the enforcement of Intellectual Property Rights**

Phnom Penh, September 13, 2011



The Federation of the Swiss Watch Industry FH



Seat of the FH in Bienne, Switzerland

- **Swiss watch industry head organization**
- **Over 500 members**
- **Over 200 brands**
- **Protection and development of the Swiss watch industry**
- **Fight against counterfeiting**



The enforcement unit of FH in Asia: STU

*More than 20 years' experience in
Intellectual Property Rights enforcement*

Presence in the following countries

China

Cambodia

Hong Kong

Philippines

South Korea

Taiwan

Thailand

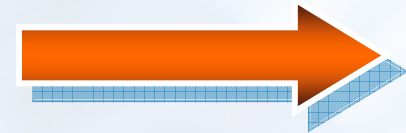
Vietnam

- Our own staff in each country
- Daily contact with the authorities
- An effect of synergy in between brands



The enforcement unit of FH in Asia: STU

**Number of seizures carried out in Asia
in 2011 (until August 15)**



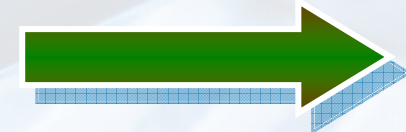
9,371

Average number of seizures per day



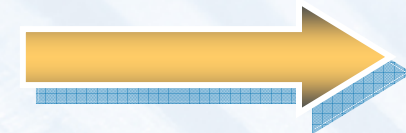
41.3

**Number of seizures against upper
echelons of counterfeiting**



3,030

**Number of seizures against websites &
internet sellers**



935



Some of the brands that are participating to FH / STU's enforcement programs in Asia

 AUDEMARS PIGUET	 BAUME & MERCIER <small>GENEVE · 1830</small>	 BLANCPAIN	 Breguet <small>Depuis 1775</small>	 BREITLING <small>1884</small>	BVLGARI
 Calvin Klein	<i>Cartier</i>	CHANEL	<i>Chopard</i>	ChristianDior	 CORUM <small>SUISSE</small>
 dunhill	 GIRARD-PERREGAUX	<i>Glashütte</i> ORIGINAL	HAMILTON <small>AMERICAN · SINCE 1852</small>	 HUBLOT	IWC <i>Schaffhausen</i>
 JAEGER-LECOULTRE	LONGINES [®] 	<i>Mido</i>	MONT BLANC 	MOVADO	Ω OMEGA
PANERAI	 PATEK PHILIPPE GENEVE	PIAGET	PORSCHE DESIGN	PRADA	RADO <small>Switzerland</small>
 ROGER DUBUIS	 ROLEX	swatch ⁺	 TAGHeuer	 TISSOT <small>Swiss 1853</small>	 TUDOR
 VACHERON CONSTANTIN	Van Cleef & Arpels	 VICTORINOX	ZENITH	and more...	



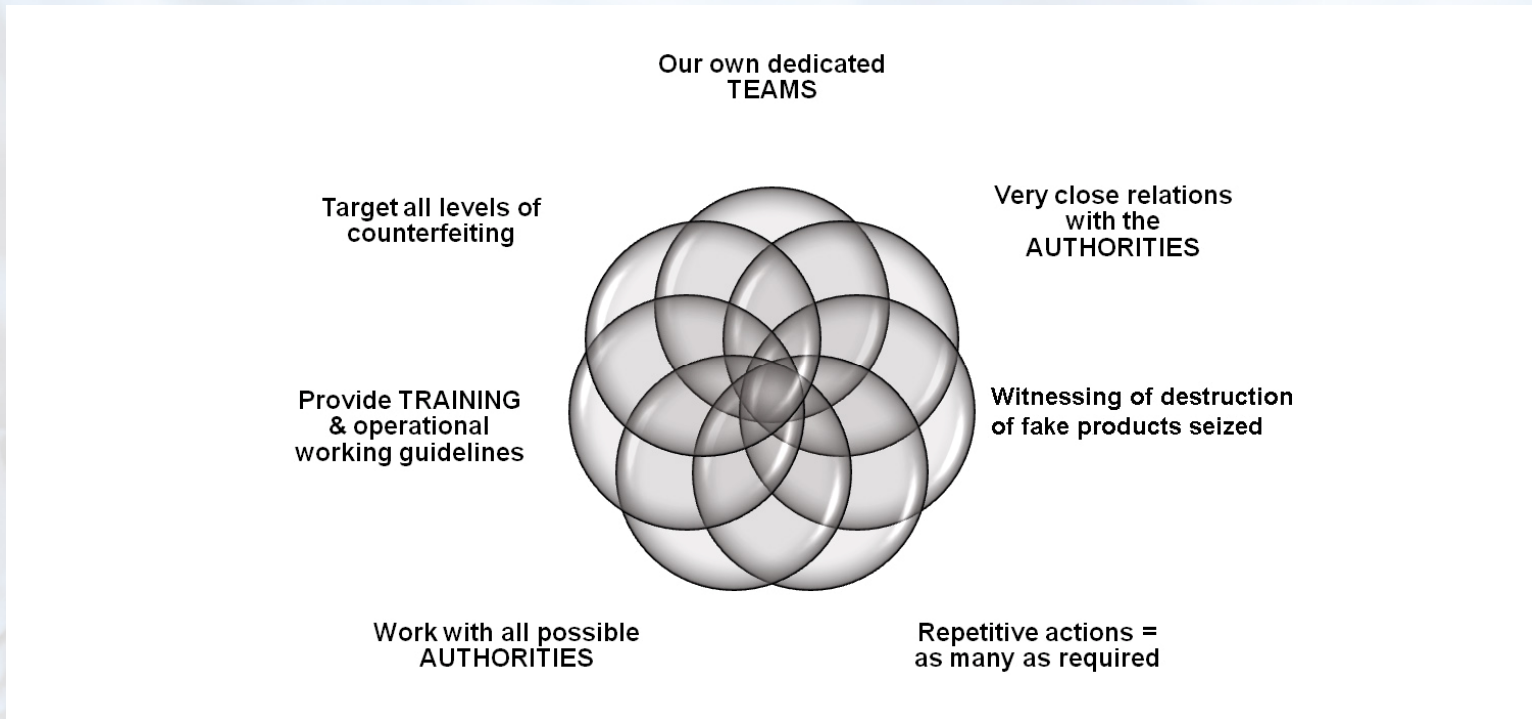
Asian territories covered – Raids and Customs seizures in 2011





The FH / STU approach

A “wholesome” approach covering all KEY aspects



Tolerance level : 0



The role of the Rights holders

- The right holders (or their representative – FH/STU) organize training seminars for the authorities;





The role of the Rights holders

- The right holders (or their representative – FH/STU) maintain regular contacts with international organizations;





The role of the Rights holders

- The right holders (or their representative – FH/STU) provide support to Customs in each country;





The role of the Rights holders

- The right holders (or their representative – FH/STU) work hand-in-hand with the teams from the authorities that carry out the raids in each country;





The role of the Rights holders

- The right holders (or their representative – FH/STU) provide technical assistance and verification whenever needed;





The role of the Rights holders

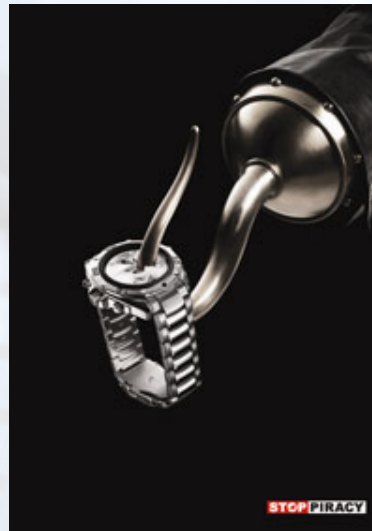
- To identify common goals in between the public and private entities and put those in writing;





The role of the Rights holders

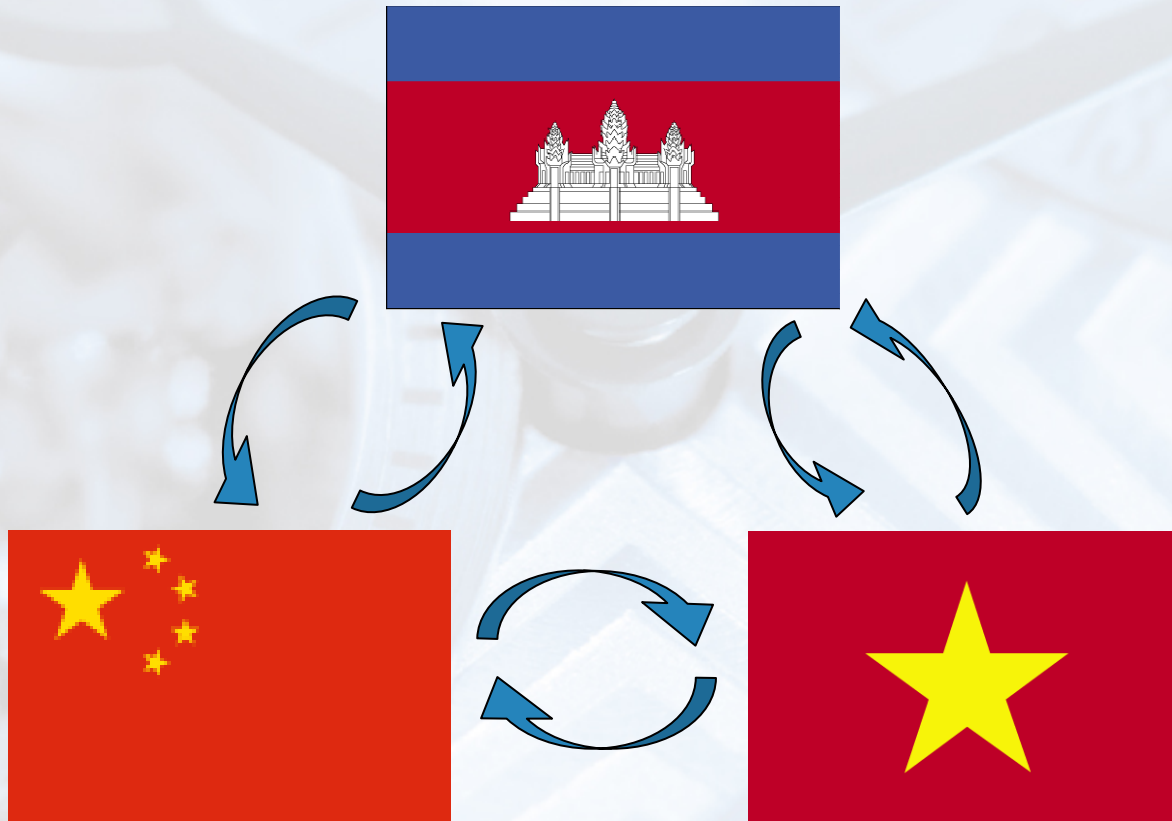
- To participate to and support awareness campaigns;





The role of the Rights holders

- ▶ To help the exchange of information in between authorities of different countries;





The role of the Rights holders

- ▶ To participate to government-led working groups;





On the negative side ...

- Difficulty of obtaining information on seizures;
- Refusal to carry out raids on certain targets - corruption;
- No clear guidelines on penalties;
- Refusal to seize all products – trying to be “nice”;
- Seized products “disappear” when in storage



In Cambodia ...

- Market survey and investigations;
- Warning actions;
- Educate the sellers;
- Raids (if necessary);
- Provide expertise;
- Provide training to authorities;
- Support government initiatives;
- Educate the public



Our contact in Cambodia



អគារ សូម៉ា ជាន់ទី ៤ & ៥ ផ្លូវ ១២០
(កាច់ជ្រុងមហាវិថីព្រះមុនីវង្ស)
សង្កាត់ផ្សារថ្មី ២ ខណ្ឌដូនពេញ
រាជធានីភ្នំពេញ

ក្រុមហ៊ុនមេធាវី អេចប៊ីអេស

នី វិចិត្រ

ប្រធានក្រុមផ្នែកកម្មសិទ្ធិបញ្ញា

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ទូរស័ព្ទ : ០២៣ ២២៤ ៣៣៧

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**Thank you for
your attention !**

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