

## Advisory Committee on Enforcement

**Eighth session**  
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### STUDY ON THE ECONOMIC IMPACT OF COUNTERFEITING IN MOROCCO: SUMMARY NOTES

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1. Counterfeiting is undergoing significant developments and leads to negative economic and social consequences on both a macroeconomic level and individual scale (image, reputation, loss of opportunity, loss of competitiveness of productive systems, destruction of jobs, infringement of consumer security,...).
2. Taking into account the development of this phenomenon, which is difficult to grasp owing to the very nature of the informal and clandestine activity, the National Committee for Industrial Property and Anti-Counterfeiting (CONPIAC) commissioned a study at the end of 2011, designed to serve as an initial exercise to analyze and assess the level of counterfeiting in Morocco in order to provide visibility as to the scope and the impact of this phenomenon and to draw up a plan of action to enhance the effectiveness of programs and tools to combat counterfeiting in Morocco. The attached document is a summary of the study commissioned *Study on the economic impact of counterfeiting in Morocco*.

[Annex follows]

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\* The opinions expressed in this document are those of the author and do not necessarily represent the point of view of the Secretariat or of the Member States of WIPO.