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INTERPOL's Manriquez lauded for fifth Operation Jupiter against trade in fakes in South America

Roberto Manriquez Carrasco of INTERPOL led the roll call of winners of this year GAC Awards announced today. The winners of the organisation Awards were the GACC – China Customs, Underwriters Laboratories, the Union des Fabricants and a joint public awareness campaign led by Andema (Spain), APM (Germany), Indicam (Italy) and Unifab (France). There were also several commended groups and companies.

The winners of the thirteenth annual Global Anti-Counterfeiting Awards, sponsored by Reconnaissance International's *Authentication News*TM and the Global Anti-Counterfeiting Group (GACG) Network were announced in Paris today as part of the World Anti-Counterfeiting Day events organised by the Union des Fabricants. The awards were made as a continuing recognition of special achievements by individuals, companies and organisations that have made contributions to the campaign against the trade in fakes 'above and beyond the call of duty'.

Counterfeit and pirated goods cost the global economy up to €700 billion per year according to some estimates, and this translates into loss of legal employment, lack of investment in new jobs and increased prices of legal goods. It also means less public funding for services such as health, education and social welfare. INTERPOL in particular have also noted the continuing increase in the distribution and consumption of products which are highly dangerous to human health and safety and the United Nations inter-regional Crime and Justice Research institute have reported the specific involvement of major international organised criminal gangs in the trade in fakes. Many individuals, organisations and companies are taking effective action against these dangerous and sub-standard goods to protect consumers, promote investment in new jobs and increase government revenues. Some of them 'go the extra mile' and the GAC awards are recognition of this outstanding performance.

The winners and commendations for activities in 2010, announced today, are:

Individual Achievement Award

Roberto Manriquez Carrasco of INTERPOL

Public Sector Organisation Award

General Administration of China Customs

Commended Public Sector Organisations

Economic Crimes Investigation Dept, Chinese Ministry of Public Security
Chinese Ministry of Commerce
Singapore Police Force, CID Intellectual Property Rights Branch
Korean Customs Service
National Bureau of Investigation, Intellectual Property Rights Department, Philippines
Danish Patent and Trademark Office

Company Award

Underwriters Laboratories

Commended companies

L'Oreal
Microsoft

Association Award

Union des Fabricants

Media Award – Joint Public Awareness Campaign

Andema, APM, Indicam, Unifab

The awards are open to nominations from anyone with an interest in brand protection, anti-counterfeiting, and anti-piracy activities, particularly in the international context, ensuring a wide spread of nominations from across the world. The awards were judged by a panel from Reconnaissance International, the GACG Network, and representatives of previous award winners.

John Anderson, Chairman of the GACG network of national and regional anti-counterfeiting organisations said “The awards this year again highlight the wide range of co-operation that is needed – and provided - by different individuals and organisations across the public/private sector divide, in the campaign against the international trade in fakes. I am especially impressed with the emphases on both co-ordination between the public and private sectors and the importance of raising public awareness that was evident in many of the nominations.”

Ian Lancaster of Reconnaissance International, publisher of *Authentication News*, said “We are proud to sponsor and participate in the annual GACG awards. The process of nomination, judging and presentation of the awards highlights the challenges of brand protection and IPR enforcement. The projects recognised here all demonstrate the need for a strategic protective approach, which integrates legal mechanisms, authentication solutions, investigation and enforcement”.

The awards presentations were made in Paris on 8th June at the headquarters of *Le Groupe La Poste* during the World Anti-Counterfeiting Day event hosted by the Union des Fabricants. Some of the award winners were present to receive their prizes along with some of the Commended winners who were present to receive their certificates. The remaining awards will be presented at suitable occasions during the coming weeks.

Details of 2011 Award Winners

Individual Achievement Award:

Roberto Manriquez Carrasco, Criminal Intelligence Officer with INTERPOL, based in Lyon received no less than five separate nominations and was unanimously chosen by the judges as the winner of the 2011 Individual Achievement Award. Roberto has worked for the IP Unit at INTERPOL for several years participating in the rise of that organisation's growing success in the international campaign against IP Crime. A former Chilean police officer, Roberto's crowning achievement has been the co-ordination of Operation Jupiter. In 2010 Roberto was the project manager for the fifth version of this operation focusing on the trade in fake goods in South America. Over 940 arrests were made across 13 countries resulting in the seizure of fake goods worth USD207 million.

Public Body:

The GACC, the China Customs organisation has been consistently recognised as the most effective enforcement agency in China exhibiting a solid partnership with both domestic Chinese and foreign companies. They have an open and transparent working attitude towards industry and have focussed on protecting people across the globe by focusing on export control. They have worked progressively to improve both the strategic position of IPR enforcement and the specific operational needs of rightholders. They have finally reached out extensively to foreign customs organisations in order to improve the exchange of best practices and of course to improve international co-operation.

Company:

Underwriters Laboratories (UL) have long been active in the field of IP crime enforcement and the protection of IP rights both actively pursuing the criminals involved and promoting anti-counterfeiting strategies and training for law enforcement officers. In recent years they have worked closely with INTERPOL helping to organise and co-host four International Law Enforcement IP Crime Conferences developed to focus on operational activities by bringing police, customs, regulatory agencies, private sector IP crime investigators and prosecutors together. They have also been instrumental in sponsoring with INTERPOL training events in Italy and other countries for global law enforcement officers. As a development of both of these programmes, UL in conjunction with UL University worked closely with INTERPOL to launch the International IP Crime Investigators College (IIPCIC), a fully interactive on-line IP crime training facility for all law enforcement officers. The on-line college has the capacity to train thousands of officers in many aspects of IP crime investigation in all of INTERPOL's 188 member countries and thus takes training in this field to new levels.

Association:

The Union des Fabricants is the oldest business association set up to protect intellectual property rights owners. It has also been the leader over the past twenty years or so of the international campaign against counterfeiting. A founding member of the GACC Network,

Unifab, as it is known, has been a tireless campaigner across the globe and significantly within the EU and the major international organisations set up to protect IPRs. Unifab has, over the years, developed best practices in legal developments, operational activities and most importantly in public awareness campaigning. They have also been a leading light in the co-ordination of the international business community's response to IP theft.

Media:

The cross-border public awareness initiative sponsored by Andema (Spain), APM (Germany), Indicam (Italy) and Unifab (France) in 2010 is an outstanding example of the leverage and influence which can be achieved when multiple national anti-counterfeiting associations work together towards a common goal. The effective use of standardized messages and graphical images used in the "Stop Fakes" campaign conveys a consistent and uniform message to consumers and helps them to realize that the problem is not just theirs, but is experienced by other consumers in other countries and across cultures. Operationally, by utilizing a central process to procure the artwork and by translating in French, Spanish, English and German, the group was able to extend its limited resources beyond what any single organization could have achieved working independently.

Commended Winners:

There were a record number of nominations for Public Bodies in this year's awards and the judges felt that several of them merited Commendations: The Economic Crimes Division of the Chinese Ministry of Public Security; the Chinese Ministry of Commerce, the Danish Patent and Trade Mark Office, The Singapore Police Force; the Korean Customs Service and the NBI, Philippines all deserve recognition for their work in helping to reduce the international trade in fakes and contributing to the international exchange of best practices in IPR protection and enforcement.

There were two commendations for companies: L'Oreal and Microsoft both contributing to anti-counterfeiting and anti-piracy efforts beyond solely their own interests. L'Oreal have developed an online service to help Law Enforcement authorities. And Microsoft have actively campaigned to bring industry public awareness messages together.

For further information contact:

Reconnaissance International

Ian M Lancaster

Phone: +44 1932 269917

Mobile: +44 7818 061431

Email: Ian.Lancaster@Reconnaissance-Intl.com

GACG Network

John Anderson

+44 20 7152 4479

+44 77 7157 6628

janders.gacg@btinternet.com

The **Global Anti-Counterfeiting Awards** are presented for outstanding achievement by individuals or organisations involved in combating counterfeiting and piracy, either to protect their own brands or products or in the development of an environment which encourages the combating of counterfeits and pirate products. The Awards are given in four categories – public body, company, association, and media, including exhibitions. These Awards are not intended to recognize producers and suppliers of anti-counterfeiting technologies, services or products.