



The real price of counterfeit goods: the harm to Canadians

Ottawa - June 3, 2011 –When you buy counterfeit goods, you support criminal activity, drug trafficking, organized crime and gang violence.

On June 6th, in Toronto, the Canadian Intellectual Property Council (CIPC), an Intellectual Property (IP) lobby group under the banner of the Canadian Chamber of Commerce will shed light on the massive problem of counterfeiting and IP theft and urge the Canadian government to take action to prevent trade in these goods. It's estimated that the annual economic impact of counterfeit goods in Canada is \$30 billion.

"The evolution of counterfeit goods being sold online and coming across our borders must be addressed, says Chris Gray, Director of the CIPC. "We are meeting today to remind Canadians of the dangers of purchasing counterfeit goods, and the Canadian government that Canada's protection of IP falls far behind international best practices."

The CIPC has been leading the charge for greater awareness and protection of intellectual property rights in Canada. One of its objectives is to increase public understanding of counterfeiting, and explain its negative implications for businesses and consumers alike. "While luxury goods and entertainment is widely being counterfeited, It goes far broader than that. It's brake parts in cars, it's parts on airplanes, it's counterfeit medicines that has killed people in Canada and around the world." Gray said.

As part of its efforts, the CIPC will be hosting a forum on brand protection and enforcement of IP rights on June 6th. European and American government officials will be presenting best practices that have worked for them. This includes supporting ex-officio authority for border officials, which would grant them the power to seize suspected items, something that is absent in Canada at this point.

"World-wide counterfeiting has become an increasingly larger issue in the past few years and as a global brand we need to react. Our goal is to raise awareness, through education and communication to the public as well as urging the Canadian government for stricter regulations" says Kevin Spreekmeester, Vice President, Global Marketing at Canada Goose and co-chair of the CIPC. "For over 50 years we have built a reputation for manufacturing the best extreme outerwear on the planet and counterfeiters are taking advantage of that. The counterfeit jackets they sell contain little to no down and are often covered with bacteria and mildew which can pose a serious health risk."

CIPC and the Canadian Chamber of Commerce

The Canadian Intellectual Property Council (CIPC) is a coalition of business groups working together under the banner of the Canadian Chamber of Commerce to improve Canada's economic competitiveness by ensuring the adoption of world-class intellectual property protection.

The Canadian Chamber of Commerce is the vital connection between business and the federal government. It helps shape public policy and decision-making to the benefit of businesses, communities and families across Canada with a network of over 420 chambers of commerce and boards of trade, representing 192,000 businesses of all sizes in all sectors of the economy and in all regions. News and information are available at www.chamber.ca or follow us on Twitter @CdnChamberofCom.

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