



**The Canadian Intellectual Property Council  
Conseil canadien de la propriété intellectuelle**

## **World Anti-Counterfeiting Day a reminder of the dangers of the trade**

**Ottawa, June 8, 2011-** Each year, the Global Anti-Counterfeiting Group (GACG) notes World Anti-Counterfeiting Day to highlight the threats posed by intellectual property (IP) rights crimes.

As members of the Global Anti-Counterfeiting Group, the Canadian Intellectual Property Council (CIPC) is taking this opportunity to warn Canadian consumers of the impacts of buying counterfeit goods, both on public safety and the economy. “The market for counterfeit goods is much more than just luxury bags and watches” says Chris Gray, Director of the Canadian Intellectual Property Council. “In fact, we are talking about car parts, toothpastes, and alcohol. This has massive public safety and financial consequences for both Canadian consumers and businesses.”

The CIPC and GACG want to take this opportunity to highlight the importance of working with Canadian customs and postal services to stem the trade in these goods. “In order to successfully tackle this problem, it is vital that we engage the help of Canadian customs and postal workers”, Gray says.

A World Anti-Counterfeiting Day ceremony was hosted by France’s Union des Fabricants in Paris today, during which the winners of this year’s World Anti-Counterfeiting Awards were presented. For more information on this event, please visit <http://www.gacg.org/News>.

### **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](http://www.chamber.ca) or follow us on Twitter [@CdnChamberofCom](https://twitter.com/CdnChamberofCom).

Contact:

Émilie S. Potvin, Director, Public Affairs

Cell: 613.797.1860

[epotvin@chamber.ca](mailto:epotvin@chamber.ca)