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UNIFAB CONDEMNS FIRMLY THE STATEMENTS OF ALIBABA ABOUT COUNTERFEITING

Union des Fabricants (Unifab), the French association fighting against counterfeiting which federates 200 companies from all business sectors, condemn the last declarations of Jack Ma, president of one of the biggest e-commerce platforms, Alibaba, concerning fake products.

For a few months, Alibaba pronounces a speech giving the impression of wishing fight against counterfeiting efficiently, in particular in the framework of a constructive dialogue with Unifab. The goal is to find an effective and proactive solution to fight at best against fake products in its websites; this declaration arouses interrogation about the real convictions of the e-commerce giant, and mix surprise and doubt.

Nevertheless, realistic measures, which already existing on other platforms, were recommended such as, for example, the implementation of filters dedicated to spot and to stop the fraudulent announcements or a better collaboration with right holders companies.

Jack Ma's declarations, who indicates to the international press that " The problem is that today the infringing products are of better quality and at a better price than the genuine products coming from the original houses ", that " products come exactly from the same factories, their manufacturing is made from the same raw materials " and finally that " Alibaba is the best in the world, when it comes to fight against the sale of fake products ", are against an effective cooperation in the case where those quotes are misleading, even slanderous.

It is essential to keep in mind that the fake products are illicit, that they are very often made in deplorable conditions with materials of poor quality, that they are cheating the consumers' trust and can be dangerous for their health and safety , that they are a damage for state economies and collective efforts of sustainable development, and, that their production is often kept in the hands of the criminal networks, more particularly the terrorist networks, as proved in the report published by Unifab last January (http://www.unifab.com/images/Rapport-A-Terrorisme-2015_GB.pdf)

Figures, officially published by the Chinese administration SAIC, highlight that - on some on-line sale websites in China - counterfeit products would exceed 60% of products offered to the consumers. This subject is, today, a major concern for all right holders because Alibaba stays the biggest distributor of counterfeit goods on-line products.

"I want to believe that Alibaba is eager to fight against this phenomenon which represents a real economic threat - for health and public security - and I encourage its spokespersons to manipulate carefully communications tools. It is essential to continue our common efforts and our discussions to find the best collaborative solution and to restrain the presence of fake products on their sites in

order to guarantee confidence and safety to the consumers", declares **Christian Peugeot, President of Unifab.**

The Senator of French Abroad and President of the French National Committee against Counterfeiting (CNAC) also react in front of those declarations: "The words pronounced by Jack Ma are irresponsible, it is similar to a provocation and justify the suspension of the membership of Alibaba in the International Anti-Counterfeiting Coalition (IACC). By minimizing the impact fake products Mr. Ma tent to clear of responsibility itself of any responsibility. I call him to break with his ambiguous speech and translate into concrete actions his commitment in favor of the fight against counterfeiting".

"Damages from counterfeiting goods are from now on very clearly and beyond the damages already mattering for the industry. We are speaking here about the economic future and more precisely about the possibility for the young generation to realize their dreams through their jobs, which will be more and more linked to Intellectual Property. The industry, which suffers because of counterfeiting, could not exist anymore tomorrow. A declaration comparing the truth and the fake by equating them is simply irrelevant and doesn't join completely the line build by efforts of each to protect and defend the authentic products. We have to, as we did day after day, keep a high level of attention to avoid that ideas expressed by Jack Ma make this kind of criminality a lower offence" **declares Mario Peserico, INDICAM President, Italian association against counterfeiting which federates more of 150 companies from all activity sectors.**

"The innovation process, the creation of thousands of employs, the payment of taxes, exports, contribution to trade....that is only one part of the overall contribution of trademarks to society and Economics. And all of that is destroyed by those who trade with fake, who only pursue their own profit, no matter if in that way of making Money they put consumers' health at risk" **said Rosa Lladro, ANDEMA's president, Spanish Association against counterfeiting.**