Press release, Thursday, July 16, 2026,

THIS SUMMER, SPOT COUNTERFEITS
BY LEADING THE INVESTIGATION!



The Union des Fabricants (UNIFAB) - the French association for the promotion and defense of intellectual property rights, which brings together 200 companies and professional federations from every sector of activity - **calls on consumers to be vigilant when shopping, by learning to spot fake products, in order to avoid unpleasant surprises and the dangers that counterfeits pose to health and safety, the environment and the economy.** This awareness campaign aims to inform the general public of all the tips for telling a genuine product from a fake one in each sector of activity.

"YOU TOO, LEAD THE INVESTIGATION, LEARN TO SPOT A COUNTERFEIT", is the message carried by UNIFAB's ambassadors between July and August 2026, who will go out to meet holidaymakers on the beaches and in the markets of southern France, notably in Cannes, Nice, Saint-Tropez, Ramatuelle, Pampelonne, Antibes, Juan-les-Pins, Cassis, Bandol, Aix-en-Provence, Biarritz, Saint-Jean-de-Luz, etc.

The campaign will be kicked off from Cannes City Hall, in the presence of its Mayor, David Lisnard, on July 16 at 11 a.m., at a press conference attended by Christophe Blanchet, Member of Parliament, Vice-President of the National Assembly and Co-Chair of the CNAC; Nathalie Goulet, Senator for the Orne; Pascal Faure, Director General of INPI; Michael Lachaux, Regional Director of Customs in Marseille; Colonel Benoît Taponat, commanding region 06; Fabrice Cotelle, Chief Superintendent (Commissaire divisionnaire) for the southern zone of the Judicial Police; as well as partners and local elected officials.

It will conclude with a visit to an exhibition of counterfeit products organized by the local Customs office, and a public destruction on the forecourt of City Hall.

A genuine global scourge, **counterfeiting accounts for 2.5% of world trade and rides on trends,** and

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counterfeiters are redoubling their efforts to scam consumers, notably by normalizing the purchase of counterfeits under the term "**dupe**", which is nothing other than a counterfeit product disguised as a synonym for a good deal. Dupes infringe intellectual property rights and can endanger consumers' health. This danger can be measured by striking figures, the results of surveys conducted by IFOP:

- **34%** of French consumers have bought a counterfeit believing the product was authentic; this figure reaches **37%** among 15–18-year-olds;
- **64%** of consumers aged 15 to 35 consider that buying a "dupe" amounts to buying a counterfeit;
- **51%** would type the word "dupe" into a search engine to access an offer of counterfeit products.

The objective of this campaign is therefore **to inform and raise public awareness so that people are more vigilant when shopping, online and offline**, by giving them, sector by sector, the 6 concrete reflexes for telling the genuine from the fake and avoiding being deceived by offers of fake products.

The campaign measures:

- **the contrefaçon.fr website**, which hosts a tool, created with INPI as part of France Anti-Contrefaçon, specifically designed to inform consumers and give them all the keys, through tips by sector of activity, to tell a genuine product from a fake one on 3D models. Afterwards, consumers are invited to take a quiz to test their knowledge;

  Link to the tool: contrefaçon.fr

- the promotion of a visual designed to highlight the **sectors of activity affected by counterfeiting**, in partnership with **JCDecaux**, displayed in more than **500 urban advertising sites across France,** at the main customs posts across the country, notably in airports, as well as in more than **3,000 gendarmeries and police stations**;
- a major **digital presence** rolled out simultaneously with Snapchat, TikTok and Google, to raise awareness more widely among younger people;
- more than **150,000 flyers and goodies** distributed to holidaymakers until the end of August, presenting **6 "clues"** per sector, in French and English **to avoid being scammed**;

Organized with the **CNAC, INPI, Customs, the Police and the Gendarmerie**, this campaign is an opportunity to highlight the importance of public-private cooperation in order to fight more effectively against the spread of fake products.

In 2025, more than 20 million counterfeit products were intercepted by French Customs.

The commitment of Cannes City Hall, driven by its Mayor, Mr. David Lisnard, **has demonstrated for many**

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years the City's pioneering status and its willingness to invest in the fight against counterfeiting. This approach addresses several issues: the **protection of consumers** and the **defense of intellectual property rights.**

Following the official launch of this operation in Cannes, Unifab will travel to Sanremo, together with its Italian sister association Indicam and the local public authorities, to hold a consumer awareness session at the market on Saturday, July 18. This cross-border extension illustrates Unifab's determination to carry its prevention message beyond French borders, to one of the major tourist destinations of the Italian Riviera, and to strengthen European cooperation in the face of a phenomenon that knows no borders.

"Counterfeiting is a crime that thrives in the shadow of ignorance. As long as consumers cannot recognize a fake, counterfeiters have a free hand. This year, UNIFAB has therefore chosen to have people lead the investigation, sector by sector, product by product, to put the keys back in the hands of every buyer. Because the best weapon against counterfeiting is an informed consumer who makes the right choice." *Christian Peugeot, President of Unifab.*

"Every summer, we go out to meet consumers to talk to them about the impact of counterfeiting. But this year, we are taking a decisive step: we are no longer content to simply warn them, we are giving them the tools to act. Leading the investigation means understanding that behind every fake product lies a far darker reality — health-related, environmental, criminal. And it means deciding, in full knowledge of the facts, to stop buying them." D*elphine Sarfati-Sobreira, Managing Director of Unifab.*

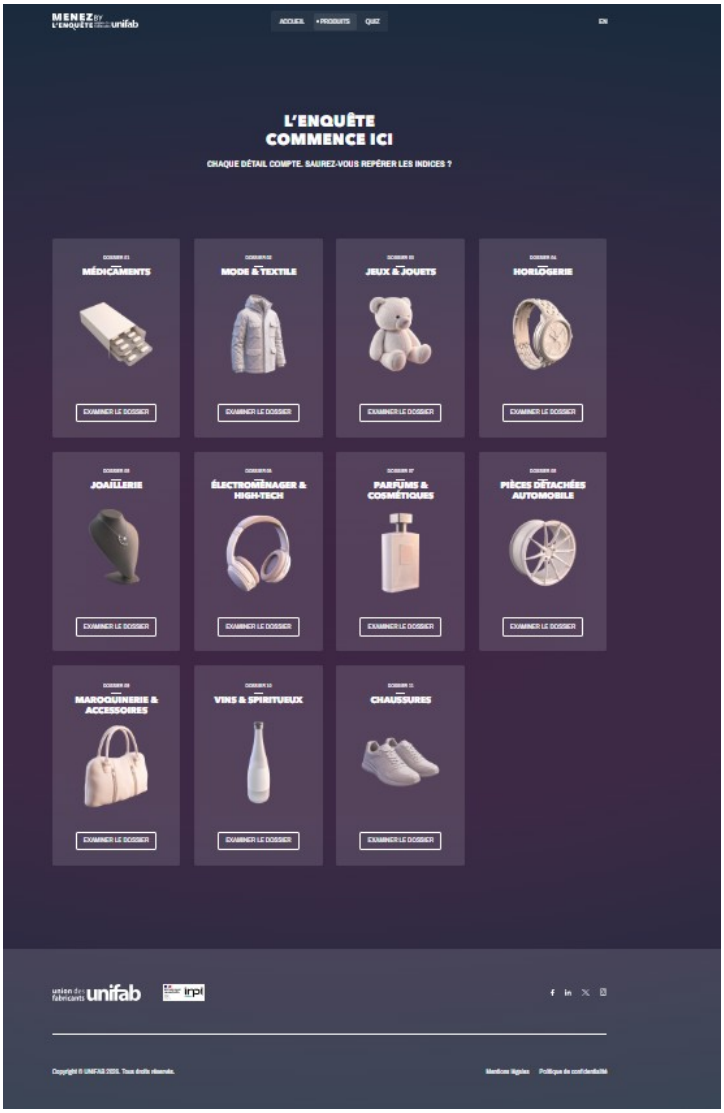
REAL OR FAKE? IT'S UP TO YOU TO DECIDE!

A new online tool, available to everyone, to better spot counterfeits

On the occasion of the launch of the 18th edition of the "Menez l'Enquête" campaign, on July 16 in Cannes, UNIFAB and the Institut National de la Propriété Industrielle (INPI), as part of the "France Anti-Contrefaçon" scheme, are making a new online tool available to consumers.

Sector by sector, this tool lets everyone find the main warning signs to know in order to spot a counterfeit before buying.

👉 Available from July 16 by clicking HERE



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