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NEW GOVERNANCE, NEW GACG STRATEGY: FOR BETTER DEFENSE OF THE INTERESTS OF BUSINESSES, CREATORS AND ARTISTS AT THE INTERNATIONAL LEVEL

The Global Anti-Counterfeiting Group (GACG), the international association that brings together all national anti-counterfeiting associations around the world, **is pleased to announce today the appointment of Delphine Sarfati-Sobreira,** Managing Director of **Unifab**, **as President,** who has surrounded herself with **Juna Shehu,** Managing Director of **Indicam**, **and Gérard Guiu,** Managing Director of **Andema**, **as Vice-Presidents.**

Already a leader on the European scene thanks to its very active European committee, but also strongly present internationally, this association, which represents the voice of industrialists worldwide and several billion euros in turnover, set up a transition committee several months ago to put in place renewed governance at the request of its members.

Implementing concrete actions aimed at raising awareness among the public and citizens, but also at engaging discussions at the highest political level to ensure collective awareness of the issues, will be the 2024/2025 priority in order to respond to a concerted collective commitment.

The President and her Vice-Presidents will therefore be responsible for representing the association's active members and ensuring consistency of the missions undertaken in terms of lobbying, development and communication, in order to increase the effectiveness and reach of the actions undertaken.

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union des fabricants unifab



The GACG - whose primary vocation is to transmit, by promoting and defending intellectual property rights, the positive and essential values of creation and innovation - is thus building a new strategy aimed at protecting each State's intellectual heritage. In this way, **it will organize the response of the authentic to the proliferation of counterfeiting and the threats it represents, in a harmonized manner, to fill existing gaps.**

"I would like to thank all GACG members for their trust and commitment. I will ensure continuity of the actions undertaken by my predecessor, whom I wish to commend, while injecting dynamism, transformation and adaptation to the new national and international challenges of intellectual property. Business interests are a priority, but we must not forget that consumers must also be protected, because they are the first victims of this vicious scourge, which most often presents itself as a tolerated activity when counterfeiting is illicit and has been in the hands of organized crime for many years now," says Delphine Sarfati-Sobreira, President of the GACG.

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