

**French edition of
World Anti-Counterfeiting Day 2026:
Whether at the market or in a parcel, counterfeiting is everywhere**

On the occasion of **World Anti-Counterfeiting Day**, UNIFAB - Union des Fabricants, an anti-counterfeiting association that brings together more than 200 member companies from all sectors of activity - is bringing together public institutions, law enforcement and private-sector players to celebrate the concrete results of public-private cooperation in the fight against counterfeiting, through a day devoted to action on the ground and strategic dialogue.

A SCOURGE THAT KNOWS NO BORDERS



Counterfeiting now accounts for more than 2.5% of world trade, according to the latest estimates from the OECD and the EUIPO.

In France, more than 20 million counterfeit products were seized by customs services in 2025. These counterfeits of packaging, hygiene products, medicines, automotive or high-tech spare parts, toys, and fashion or luxury items endanger consumers' health and safety, fuel the underground economy and harm innovative companies as well as public finances.

Faced with the scale and growing sophistication of the criminal networks that organize this trafficking, no one can act alone. This is the conviction behind World Anti-Counterfeiting Day 2026: only close, structured and lasting cooperation between the public and private sectors can provide answers commensurate with the challenge.

PUBLIC-PRIVATE COOPERATION: CONCRETE RESULTS ON THE GROUND

The June 4 event will illustrate, through testimonies and feedback from the field, how pooling intelligence, expertise and resources between companies, professional associations and public authorities makes it possible to achieve significant operational results.

Seizure operations carried out jointly by the customs, police and gendarmerie services, in direct liaison with rights holders, will be presented in detail, illustrating the added value of a coordinated approach: early identification of suspicious flows, greater responsiveness, better characterization of offenses and rising rates of prosecution. **These concrete examples demonstrate that public-private cooperation is an immediate operational lever serving the general interest.**

This new edition will bring together key players from the political, institutional, judicial, law enforcement and business spheres, such as: **Christophe Blanchet**, Vice-President of the National Assembly, Member of Parliament, Co-Chair of the Comité National Anti-Contrefaçon (CNAC), Senator **Nathalie Goulet**, the **Institut National de la Propriété Industrielle (INPI)**, the **Marseille Judicial Court**, **Customs**, the **Judicial Police**, as well as the **National Gendarmerie**, the **European Union Intellectual Property Office (EUIPO)** and the **MF Brands group (Lacoste, Gant, Aigle)**.

On this occasion, the Global Anti-Counterfeiting Group (GACG) will present trophies for the finest actions in favor of intellectual property protection carried out in 2025, in 5 categories: association, company, national public body, international public body and individual achievement.

“Counterfeiting is not a minor offense: it finances organized crime, endangers lives and destroys jobs. World Anti-Counterfeiting Day 2026 is an opportunity to show that when companies and institutions work hand in hand, results follow. This is the deeper meaning of our collective commitment.” says Delphine Sarfati-Sobreira, Managing Director of Unifab.

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