Press release, Thursday, July 11, 2024,

Danger to health, safety, the environment and the economy:

COUNTERFEITING IS BOGUS!

The Union des Fabricants (Unifab), a French association for the promotion and defense of intellectual property rights that brings together 200 companies and professional federations from all sectors of activity, **calls on consumers to be vigilant when shopping, by buying authentic products, in order to avoid unpleasant surprises and the dangers that counterfeits cause.** This awareness campaign, intended to alert the general public to the environmental, social, health and economic effects and consequences of counterfeiting, aims to protect consumers.

"COUNTERFEITING IS BOGUS" is the message carried by Unifab's ambassadors between July and August 2024 on the beaches and in the markets of southern France, notably in Cannes, Nice, Saint-Tropez, Ramatuelle, Pampelonne, Antibes Juan-les-Pins, Cassis, Bandol, Marseille, Aix-en-Provence, Biarritz, Saint-Jean-de-Luz, etc.

Customs, Police, Gendarmerie, CNAC, INPI and local elected officials will witness the kick-off, given from Cannes City Hall on Thursday, July 11 at 11:30 a.m. through a press conference. It will conclude with a visit to an exhibition of counterfeit products and their destruction, organized by Customs, on the forecourt of City Hall.

A genuine global scourge**, counterfeiting**, produced thousands of kilometers away, **is the source of considerable pollution**, with toxic products dumped into nature, and a deplorable carbon footprint. It is frequently offered online or at markets in an innocuous way, and has thus entered consumers' daily lives insidiously for many years, impacting their health and safety. **It rides on trends** and counterfeiters are redoubling their efforts to scam consumers by inventing words **such as "Dupe"**, which is nothing other than a counterfeit product disguised as a synonym for a good deal, which it is not, and which violates intellectual property rights.
A few figures:

- in France, **34%** of consumers have already been duped by buying a product they believed to be authentic (**37%** of 15-18-year-olds) according to an **Ifop survey** conducted with INPI in 2023;
- **32%** of consumers have questioned the authenticity of a product at the time of purchase, and **11%** of them say they have intentionally bought fake items, according to an EUIPO study;

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- between **2022 and 2023**, a sample of 25 companies, representative of all sectors of activity, had **42.5 million illicit listings** delisted from platforms, social networks and marketplaces.

The objective of this campaign is therefore **to inform the population so that it is more cautious when shopping, online and offline**, and avoids being deceived by offers of fake products. This campaign comes at a favorable time when **sporting events** are being held across the country and **generate a significant increase in tourism**, **and consequently in the fake products offered to consumers.**



The campaign measures:

- **the contrefaçon.fr page**, specially dedicated to informing consumers, thus gives all the keys to understand why consuming authentic is responsible;
- a vast campaign of 11 visuals, designed to highlight the diversity of sectors affected, in partnership with JCDECAUX, is displayed on **more than 300 urban advertising sites,** and in 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** is rolled out simultaneously through partnerships with Ebay, Facebook, Instagram, Snapchat and Google, to raise awareness more widely among consumers;

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- more than **150,000 flyers and goodies** are distributed to holidaymakers until the end of August, to explain to consumers why buying counterfeit products is harmful and dangerous.

Organized with the **CNAC, INPI, Customs, the Police and the Gendarmerie**, this campaign against the proliferation of fake products is an opportunity to highlight the importance of cooperation between the various administrative and enforcement services in order to fight more effectively. **In 2023, 20.48 million counterfeit products were intercepted by Customs. The commitment of Cannes City Hall**, driven by its Mayor, Mr. David Lisnard, **has demonstrated,** for many years now, **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.**



Download the flyer

Download the overall visual

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