

Annual --- Report

2025



167

member companies and professional federations

NEW MEMBERS



SÉZANE



XIAOMI



DIPTYQUE



ZADIG & VOLTAIRE



MAISON MARGIELA



POP MART



ISABEL MARANT



REPUBLIC TECHNOLOGIES

NEW EXPERTS



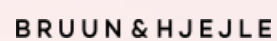
COLOMBIA



PERU



CROATIA

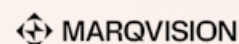


DENMARK

NEW MEMBERS OF THE LAB



CORSEARCH



MARQVISION



FORWARD

In 2025

167

Companies and federations

41

Law firms, members of the Expert College national and international

16

Technology companies members of UNIFAB LAB

THE ADVISORY COMMITTEE

32 companies particularly involved in promoting intellectual property rights and the fight against counterfeiting followed the work of this committee.



AIR LIQUIDE



BIC



BRITISH AMERICAN TOBACCO



CHANEL



CHRISTIAN LOUBOUTIN



CANAL +



EPI



FUSALP



GOYARD PARIS



HERMÈS PARIS



IPSEN



JTI



KERING



LONGCHAMP PARIS



L'ORÉAL



LOUIS VUITTON



LVMH



MFBRANDS GROUP



MHCS



MICHELIN



NIKE



PERNOD RICARD



PHILIP MORRIS INTERNATIONAL



RENAULT



RICHEMONT



SANOFI



SEB



STELLANTIS



WALT DISNEY

41 MEMBERS OF THE EXPERT COLLEGE

NATIONAL AND INTERNATIONAL

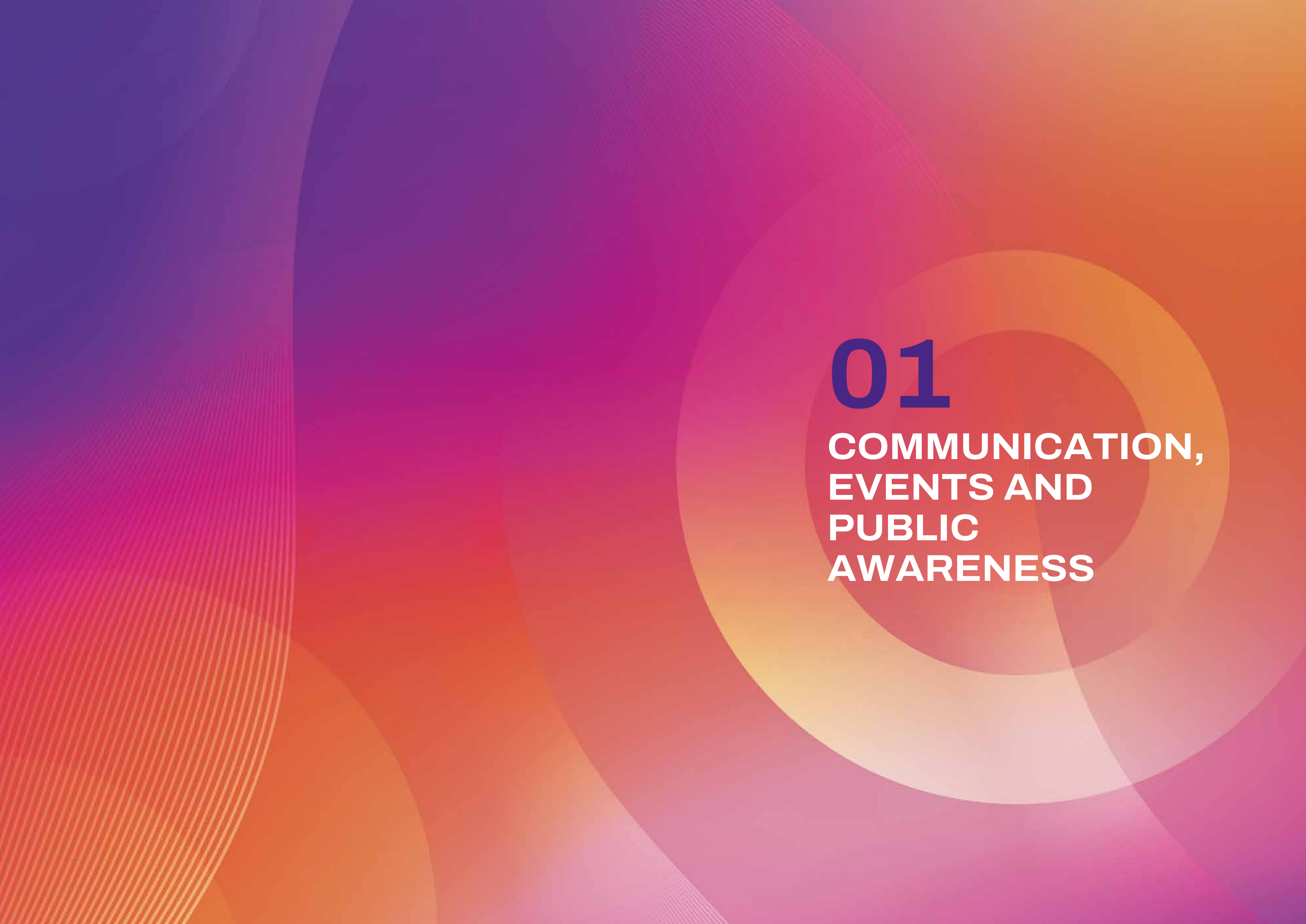


EXPERTS IN EUROPE

GERMANY FPS	GREECE MALAMIS & ASSOCIÉS
ENGLAND WITHERSWORLDWIDE	ITALY JACOBACCI
AUSTRIA SCHOENHERR	LUXEMBOURG DLA PIPER
BELGIUM SIMONT BRAUN	NETHERLANDS LXA ATTORNEYS
BULGARIA PAVLOV & CO	PORTUGAL BAPTISTA MONTEVERDE & ASSOCIADOS
CYPRUS MALAMIS & ASSOCIÉS	SWITZERLAND JUNOD MUHLSTEIN LÉVY & PUDER
DENMARK FIRM BRUUN & HJEJLE	UKRAINE BAKER & MCKENZIE
SPAIN GRAU ANGULO SLP	
FRANCE BAKER & MCKENZIE DE GAULLE FLEURANCE ET ASSOCIÉS HOFFMAN JACOBACCI LEXINGTON	

EXPERTS WORLDWIDE

WEST AFRICA UGGC AFRICA	INDIA ANAND & ANAND
SOUTH AFRICA SPOOR FISCHER	ISRAEL PEARL COHEN
ALGERIA MAP	LEBANON SADER & ASSOCIÉS
ARGENTINA G. BREUER	MALAYSIA MIRANDAH ASIA SDN BHD
AUSTRALIE CORRS CHAMBERS WESTGARTH	MEXICO AROCHI & LINDNER
BRAZIL GARÉ ADVOGADOS	UZBEKISTAN KATZAROV
CARIBBEAN DISOSA	PERU BARLAW
CHINA WANHUIDA	TUNISIA MOHAMED GUEBLAQUI
SOUTH KOREA Y.P. LEE MOCK & PARTNERS	URUGUAY CERVIERI MONSUAREZ Y ASSOCIADOS
DUBAI CWB IP	USA KEATS GATIN LLP & HERRICK



01

**COMMUNICATION,
EVENTS AND
PUBLIC
AWARENESS**

THE 29TH EUROPEAN INTELLECTUAL PROPERTY FORUM

The 29th European Intellectual Property Forum (FEPI) took place on 26 and 27 March in Paris on the theme "Intellectual property valorisation at the centre of tomorrow's economic strategy" and brought together 395 participants. Coming from all over the world,

the participants exchanged views and debated current intellectual property issues.

Christophe Blanchet, Member of Parliament and Co-President of the National Anti-Counterfeiting Committee (CNAC), Joao Negrao, Executive Director of the EUIPO, Nathalie Goulet, Senator for the Orne, Emmanuelle Hoffman, Lawyer and Member of Parliament for Paris, Catherine Dumas, Senator and Co-President of the CNAC, Florian Colas, Director General of French Customs, Ludovic Pouille, Director of Economic Diplomacy, and François-Xavier de Beaufort, Director of Businesses at the INPI, spoke in turn.



This was also the occasion for

the presentation of the Unifab Award 2025, rewarding the 2 finest decisions of the year, awarded to:



WORLD ANTI-COUNTERFEITING DAY

The French edition of the World Anti-Counterfeiting Day, held under the theme of Dupes and Counterfeiting, took place on 4 June 2025.

The conference was opened by the President of UNIFAB, Christian Peugeot, Christophe Blanchet, Member of Parliament for Calvados and Co-President of the CNAC, and Guillaume Van der Heyden, Deputy Director for International Trade at Customs. The event brought together 195 people around speakers and institutional partners of Unifab such as Philippe Chadrys, Deputy National Director of the Judicial Police in charge of operations, Catherine Dumas, Senator and Co-President of the CNAC, Paul Perpere, Director of the INPI national network, Bénédicte de Kersauson, Secretary General of the UMICC (Union of Influence and Content Creator Professions) and Mohammed Mansouri, Deputy Managing Director of the ARPP (Professional Advertising Regulatory Authority).



At the end of the round table, the finest anti-counterfeiting actions were rewarded by the GACG Awards 2024, in five categories:

- Individual Achievement Awards
- Companies/Businesses
- National Public Body
- Groups/ Associations
- International Public Organisations



UNIFAB ACTIVITIES

THE AWARENESS CAMPAIGN

The annual anti-counterfeiting awareness campaign organised by UNIFAB in partnership with the INPI, the CNAC, Customs, the Judicial Police, the Gendarmerie and UNIFAB member companies was launched from Cannes town hall on 11 July under the slogan “La contrefaçon Dupe, les vrais produits ont une histoire” (“Counterfeiting dupes you, real products have a story”).

The aim of this operation was to raise awareness among the general public, and in particular young people and holidaymakers, of the many harmful consequences of counterfeiting and its new trends.

The campaign was promoted via more than 250 JCDecaux advertising displays and relayed digitally by Google, Meta, Snapchat, TikTok, Instagram and Facebook.



In 2024

TV 4,130,000 viewers	RADIO 58,804 listeners	PRINT 3,886,346 readers	GOOGLE 1,502 views
FLYERS + GOODIES 123,000 made aware	INTERNET 5,040,000 web users	unifab 40,000 website visitors	OUTDOOR ADS 508,000 views

ACTION FROM 21 JULY TO 28 AUGUST 2025



LAUNCH IN CANNES



+121,000 flyers, postcards and goodies distributed at markets

LAUNCH IN VENTIMIGLIA



2,000 flyers and goodies distributed at markets

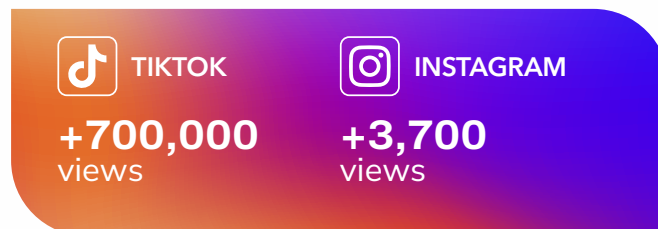
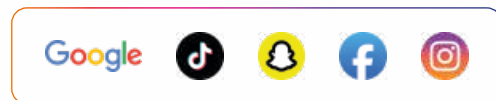
CUSTOMS 6,840,000 travellers	META 20,170 views	LINKEDIN 35,569 views
AMF 34,000 members	SNAPCHAT 901,500 views	TIKTOK 11,437,737 views

33,052,628
 People made aware directly and indirectly

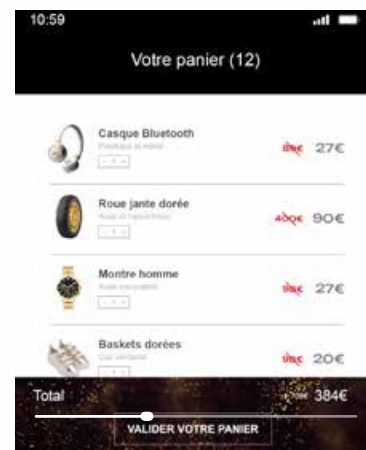
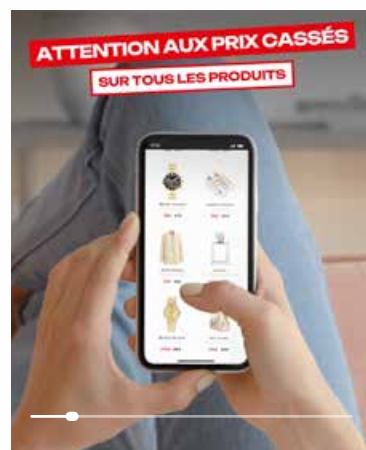
UNIFAB ACTIVITIES

THE BLACK FRIDAY CAMPAIGN

On 17 November, UNIFAB launched its operation to raise consumer awareness of the dangers of counterfeiting ahead of "Black Friday". It was an opportunity to inform thousands of consumers of the dangers of this digital event, which offers products at affordable prices that dupe online shoppers.



SOCIAL MEDIA VIDEO



PRESS LAUNCH OF THE REPORT COUNTERFEITING & ORGANISED CRIME



Following a first publication entitled Counterfeiting & Terrorism, a second version of this report was unveiled to highlight the close links that counterfeiting networks maintain with those of organised crime. The publication was promoted to all the bodies in charge of fighting counterfeiting: EUIPO, WIPO, Interpol, Europol... A wide press relay was also organised.



MADE IN FRANCE SHOW

UNIFAB took part in the Made in France Show, held at Porte de Versailles from 6 to 9 November. The association shared a stand with Customs, the INPI and the CNAC, an opportunity to talk with consumers about good practices in the fight against counterfeiting.

The opening day made it possible to talk with Ministers Roland Lescure, Serge Papin and Sébastien Martin, MEP François Kalfon and Member of Parliament Christophe Blanchet, as well as Senator Catherine Dumas.



PRESS, RADIO, WEB AND TV

REPRESENT 927,809,878 OPPORTUNITIES TO BE SEEN IN 2025

PRESS ARTICLES

104 
Press coverage

ELLE LE FIGARO
Le Monde AFP BNEWS
nice-matin ouest france
LA MONTAGNE Challenges
Capital LE PROGRES
THE WALL STREET JOURNAL

union des
fabricants **unifab**

WEB ARTICLES

230 
Web coverage

RADIO APPEARANCES

36 
Radio appearances

Cannes radio inter
radiofrance

TV APPEARANCES

32 
TV appearances

TF1 france.tv
BFM BUSINESS 6

DIGITAL COMMUNICATION

UNIFAB WEBSITE

144,325  **162,907**
Users Pages viewed

LINKEDIN

298 
Posts

-  **11,100** Reactions
-  **346,100** Impressions
-  **770** New followers
-  **144** Comments
-  **95** Reposts

INSTAGRAM

24 
Posts

-  **24** Post
-  **252** Stories
-  **804,500** Accounts reached

MISSIONS

MISSIONS ABROAD



UNIFAB organised a mission to China from 17 to 26 September, visiting the cities of Guangzhou, Shanghai and Beijing. The delegation met local authorities, Customs, Police, the Shanghai IPO and the China National Intellectual Property Administration (CNIPA)...

At each meeting, UNIFAB presented the delegation and its objectives, stressing the need for strong collaboration between the public and private sectors, which is essential to improve the protection of intellectual property rights.

Companies were invited to describe individually their successes as well as the various actions they consider necessary to increase the involvement of all local players in the fight against counterfeiting.

This mission allowed the delegation to gauge the commitment of Chinese institutions and authorities to protecting the authentic, and to gain a better understanding of how they go about achieving it.



SPEAKING ENGAGEMENTS

ACADEMIC



PROFESSIONAL



REVIEW



HIGHER EDUCATION



COMPANY VISITS



SCHOOL OF ART AND APPLIED ARTS



Finalisation of the partnership with the Estienne school for the creation of a role-playing game aimed at young visitors of the Counterfeiting Museum.



THE “OBJECTS OF THE MONTH”



COUNTERFEITING MUSEUM FILM

As part of France Anti-Contrefaçon, an institutional film was shot at the Counterfeiting Museum, to provide a video communication tool illustrating the impacts and the diversity of the sectors affected by counterfeiting.

This awareness-raising sequence is interspersed with statements by Customs, the INPI, Unifab and the CNAC to alert consumers. The film was shown during the annual WIPO “ACE” meeting.



INSTITUTIONAL VISITS



INSTITUTIONAL DELEGATIONS

- South Korea
- IPPH China
- Judiciary of the OAPI and Cameroon
- Panamanian judges
- Paris 16th arrondissement town hall
- OCRFM

COMPANY DELEGATIONS

- Chanel
- Hermès
- L'Oréal
- LVMH
- Rakuten



EVENTS

26 APRIL

WORLD INTELLECTUAL
PROPERTY DAY

100

visitors welcomed

+161%

in museum attendance
compared with 2024

17 MAY

MUSEUM
NIGHT

430

visitors welcomed

19-21 SEPTEMBER
EUROPEAN HERITAGE
DAYS

150

visitors welcomed

PROGRAMME
HOLIDAY SPECIAL

71

visits

PARTNERSHIPS



"OFF-SITE" EXHIBITIONS

National Archives

Opening of the exhibition
"Fakes and Forgers. From the
Middle Ages to the present day"
15 OCTOBER 2025 – 2
FEBRUARY 2026

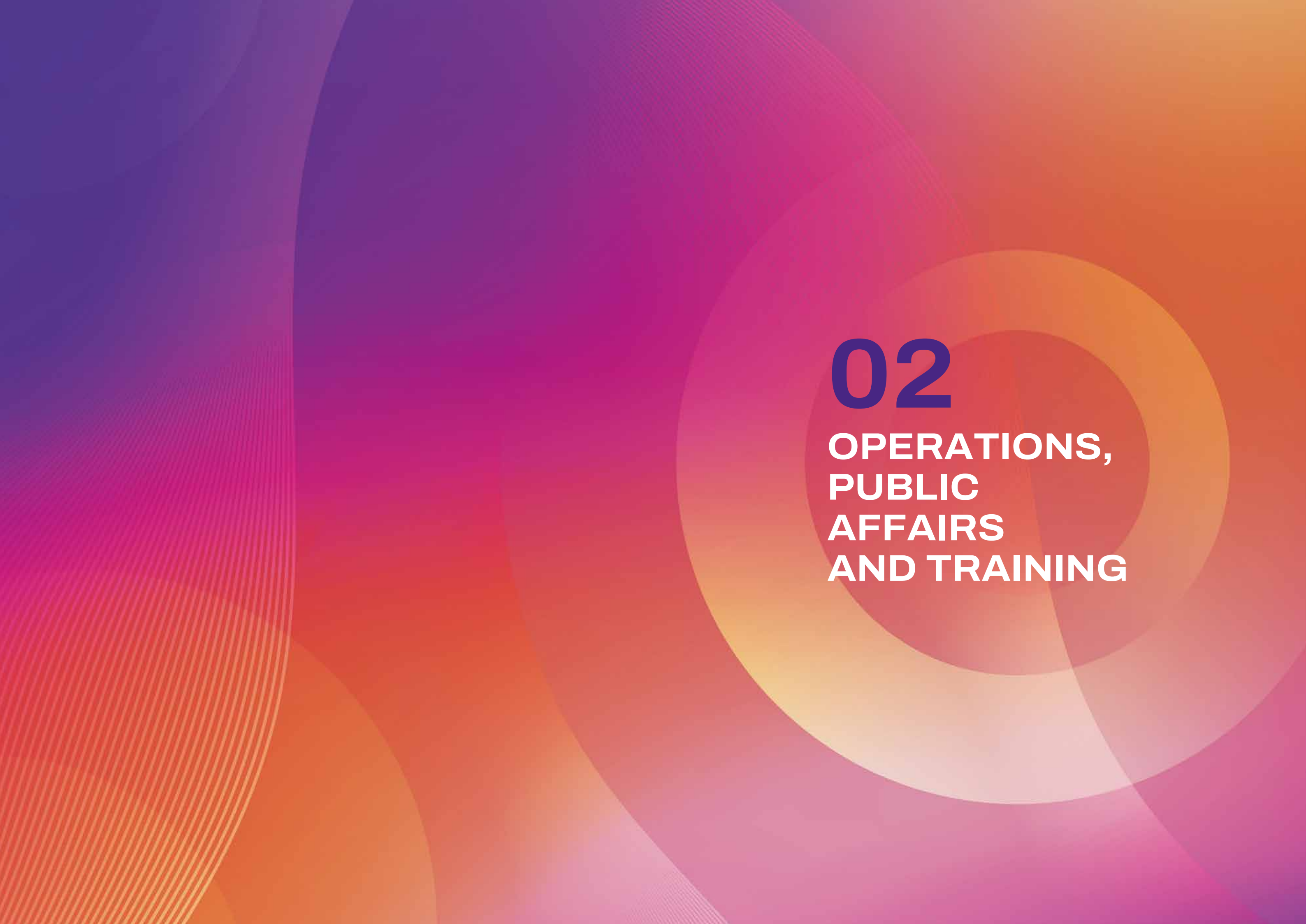
Fake for Real

Opening of the exhibition "
Fake for Real" in July 2025
in Gdańsk, Poland
30 JULY 2025 – 2
NOVEMBER 2025

Printemps Haussmann

Opening of the exhibition
"Sac, sac, sac. More than a
bag".
4 SEPTEMBER 2025 – 26
OCTOBER 2025





02

**OPERATIONS,
PUBLIC
AFFAIRS
AND TRAINING**

UNIFAB HOSTED SEVERAL DELEGATIONS, INCLUDING...

South
Korean

Cameroonian



Chinese



Panamanian

THE WORKING GROUPS



Several working groups met on current topics of interest:

- **Internet**
- **European GPSR experts**, the new European group set up on European Regulation 2023/988.
- **International**
- **DSA**
- **Proposed counterfeiting law**
- **Judicial aspects**
- **Dupes**
- **Purported artistic works**
- **Upcycling**



TEMU Committee



DSA Committee



eBay Committee

COMMITTEES AND MEETINGS

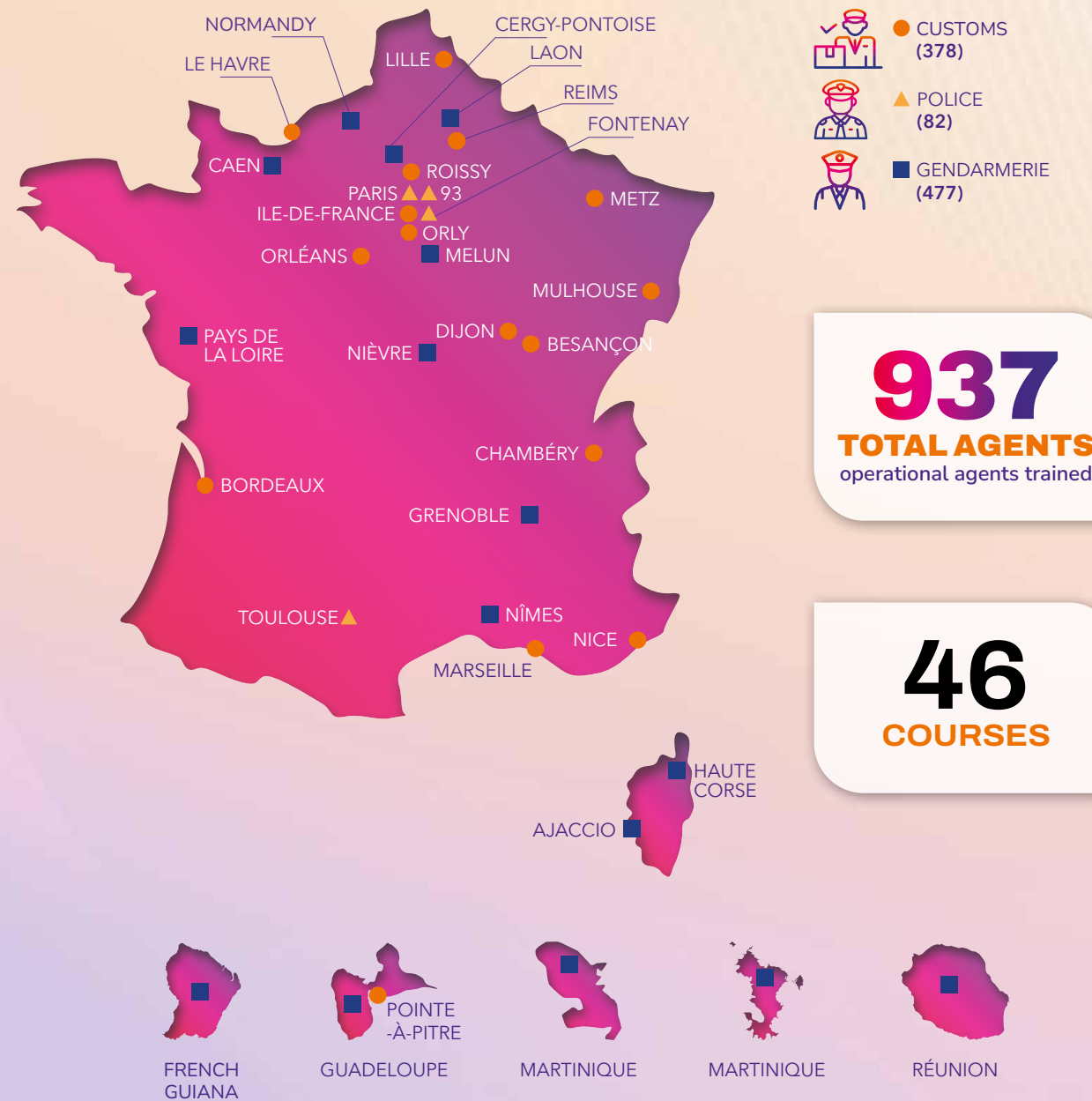
DIGITAL

- eBay
- Tencent
- Tiktok
- Pinduoduo
- Vinted
- Amazon
- Temu

GEOPOLITICAL AND LEGISLATIVE

- Intellectual property: the latest on the fight against counterfeiting
- Case law on the packaging of cosmetic products
- General Product Safety Regulation & the fight against counterfeiting
- One Country, One IP: China
- One Country, One IP: South Africa
- DSA

NATIONAL TRAINING COURSES



48
AGENTS
trained in Athens



62
AGENTS
trained in Sofia



Organisation of the 38th Customs Liaison Bureau

ISSUES SUPPORTED BY UNIFAB

UNIFAB has invested heavily in the following issues, carrying out lobbying actions on topical subjects with policymakers, communicating in the media and mobilising our members and partners so that its position is heard as widely as possible.

- Digital Services Act (DSA) – Trusted flaggers
- Fixed fine for offences
- Standard-essential patents
- Actions against the disinformation campaign by Chinese manufacturers on social media
- Saint-Ouen town hall
- Resilience Bill – fight against online counterfeiting
- Extension of special investigative techniques
- Strengthening the liability of digital platforms

03

UNIFAB TOOK PART IN THE EVENTS OF ITS PARTNERS

EVENTS



- DG TAXUD meeting “12th joint meeting of customs and rights holders”
- Réunion “12th Meeting of the Right Holders Consultative Group” (RHCG) - **ONLINE**



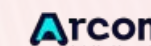
GOUVERNEMENT

*Liberté
Égalité
Fraternité*

- AI Summit organised by the Élysée
- Working group of the Ministry for Europe and Foreign Affairs “Trade Policy Conference”
- Minister of the Economy’s New Year address
- Minister of Labour’s New Year address
- New Year address of the Minister for equality between women and men
- Thanks from the Minister Delegate for Foreign Trade and French Nationals Abroad



- Private-sector meeting of the **EUIPO Observatory**
- EUIPO Observatory working groups
- Plenary meeting of the EUIPO Observatory
- Intellectual Property Summit



- INPI Trophies
- CNAC General Assembly
- CNAC cyber-counterfeiting working group
- ARCOM New Year address

EVENTS



- Gendarmerie conference
“The digital era of the national
Gendarmerie: strategy, issues, organisation”

- Customs annual review
- Auction sale by the DNID
and the AGRASC



- WCO symposium “Eliminating counterfeits
from e-commerce”
- Interpol International Conference
on Intellectual Property Crime
- WTO summit “Removing counterfeiting
from e-commerce”
- 12th meeting of the WTO Right
Holders Consultative Group (RHCG)
- Alignment meeting on the aim of the
World IP Day with WIPO
- HSI (USA) annual event



- AIM Anti-Counterfeiting Committee
- Andema annual forum
- Indicam annual event
- Indicam “EMPACT” conference
- INTA annual meeting
- INTA Anti-Counterfeiting Committee
- TRACIT annual meeting
- Launch of the “Night Watchers”
project of the ACTAGM

EVENTS



- APRAM General Assembly
- APRAM conference “Parody
and Intellectual Property”
- APRAM meeting: “2025 Review of
EU Trade Marks and Designs”
- CNCP evening welcoming
new IP attorneys



- ADIT conference “Winning strategies
to win IP litigation in China”
- SNEP General Assembly
- Caledonian Club World Summit on
the fight against counterfeiting
- Annual event of the Toy and
Childcare Federation
- Hermès General Assembly
- Agricultural Show at the FEVS stand
- FEVS General Assembly
- Forward annual evening
- Presentation of the anti-
counterfeiting tools developed by Corsearch
- After Berlin “European digital sovereignty:
from words to action” organised by
MMConseil

UNIFAB AT THE HEART OF POLITICS...



ROLAND LESCURE

Minister of the Economy
MINISTRY OF THE ECONOMY,
FINANCE AND INDUSTRIAL,
ENERGY AND DIGITAL
SOVEREIGNTY



SERGE PAPIN

Minister for Small and Medium-sized Enterprises
MINISTRY OF SMALL AND
MEDIUM-SIZED ENTERPRISES,
TRADE, CRAFTS, TOURISM
AND PURCHASING POWER



SEBASTIEN MARTIN

Minister Delegate for Industry
to the MINISTER OF THE ECONOMY,
FINANCE AND INDUSTRIAL,
ENERGY AND DIGITAL
SOVEREIGNTY



STEPHANE VOJETTA

Member of Parliament for the 5th constituency
of French residents abroad
NATIONAL ASSEMBLY
(RENAISSANCE)



CATHERINE DUMAS

Senator for Paris
SENATE
(THE REPUBLICANS)



NATHALIE GOULET

Senator for the Orne
SENATE
(UNION OF DEMOCRATS
AND INDEPENDENTS)



LAURENT SAINT-MARTIN

Minister Delegate for
Foreign Trade and French
Nationals Abroad
MINISTRY FOR EUROPE
AND FOREIGN AFFAIRS



FRANCOIS KALFON

MEP, Progressive Alliance of
Socialists and Democrats Group
EUROPEAN PARLIAMENT
(SOCIALIST PARTY)



CHRISTOPHE BLANCHET

Member of Parliament for Calvados
NATIONAL ASSEMBLY
(MODEM)



RAPHAËL DAUBET

Chair of the Senate
Committee of Inquiry
SENATE
(RDSE)



MICHAËL DELAFOSSE

Mayor
MONTPELLIER CITY HALL
(SOCIALIST PARTY)



DAVID LISNARD

Mayor
CANNES CITY HALL
(NOUVELLE ÉNERGIE)



EMMANUELLE HOFFMAN

Member of Parliament for Paris
NATIONAL ASSEMBLY
(RENAISSANCE)



GABRIEL ATTAL

Member of Parliament for Hauts-de-Seine
NATIONAL ASSEMBLY
(RENAISSANCE)



ARTHUR DELAPORTE

Member of Parliament for Calvados
NATIONAL ASSEMBLY
(SOCIALIST PARTY)



PAULINE BONNETCARRIÈRE

Adviser on criminal policy
and the fight against crime
MINISTRY OF JUSTICE



OLRIC IZARN

European Affairs Adviser
MINISTRY FOR EUROPE AND
FOREIGN AFFAIRS



LUDOVIC POUILLE

Director of Economic Diplomacy
MINISTRY FOR EUROPE
AND FOREIGN AFFAIRS

UNIFAB AT THE HEART OF POLITICS...



SARAH TEPER

Adviser to the
Minister for Industry and Energy
MINISTRY OF THE ECONOMY, FINANCE
AND INDUSTRIAL, ENERGY
AND DIGITAL SOVEREIGNTY



MATTHIEU LANDON

Economy Adviser, head of unit
PRESIDENCY OF THE REPUBLIC



ERIC PARIDIMAL

Technical Adviser for Europe
PRESIDENCY OF THE REPUBLIC



PAUL-ARMAND VEILLON

Deputy Director,
office of Amélie de Montchalin,
Minister for Public Accounts
MINISTRY OF THE ECONOMY



ADRIEN PASCAL

Adviser for Europe,
Competitiveness
and digital regulation
MINISTRY IN CHARGE OF ARTIFICIAL
INTELLIGENCE AND DIGITAL AFFAIRS



THIBAUT-HENRI DE VILLENEUVE

Adviser for Trade, Consumer Affairs
and the Fight against Fraud
MINISTRY OF SMALL AND MEDIUM-
SIZED ENTERPRISES, TRADE,
CRAFTS, TOURISM
AND PURCHASING POWER



CLAIRE VERNET-GARNIER

Industry Adviser
PRESIDENCY OF THE REPUBLIC



LAURENT BETEILLE

Special Adviser to the Cabinet
of Mrs Véronique Louwagie
MINISTRY OF TRADE, CRAFTS,
SMALL AND MEDIUM-SIZED
ENTERPRISES AND THE SOCIAL
AND SOLIDARITY ECONOMY



PAUL BERARD

Chief of Staff to
Amélie de Montchalin,
Minister for Public Accounts
MINISTRY OF THE ECONOMY



ALEXIS GOURDAIN

Adviser responsible
for economic affairs,
decarbonisation and the budget
OFFICE OF THE MINISTER DELEGATE
TO THE MINISTER FOR EUROPE
AND FOREIGN AFFAIRS,
IN CHARGE OF EUROPE



JULIETTE MOLLO

Adviser responsible
for the internal market
and internal policies
OFFICE OF THE MINISTER DELEGATE
TO THE MINISTER FOR EUROPE
AND FOREIGN AFFAIRS,
IN CHARGE OF EUROPE

FOREIGN AND FRENCH INSTITUTIONS...



IRENE ROCHE-LAGUNA

Head of Unit, Coordination
and Regulatory Compliance of the
Digital Service Act and the Digital
Market Act (DG Connect)
EUROPEAN COMMISSION



MYRTO KANELLOPOULOU

Head of Unit Consumer Law
EUROPEAN COMMISSION



BÉNÉDICTE VAN ORMELINGEN

Team Leader, Digital
and Unfair Commercial Practices
EUROPEAN COMMISSION



JOAO NEGRAO

Executive Director
EUIPO



IVAN ARVELO

Director
IPR CENTER HIS



PASCAL FAURE

Director General
INPI



ALAIN CAUMEIL

Director
AGRASC



FLORIAN COLAS

Directorate General
CUSTOMS AND INDIRECT TAXES
(DGDDI)



PHILIPPE CHADRY

Deputy National Director
JUDICIAL POLICE
IN CHARGE OF OPERATIONS



JEAN-PHILIPPE LECOUFFE

Deputy Director of Operations
EUROPOL



JEAN-PIERRE GESNOT

General
NATIONAL GENDARMERIE



FELIX AVELAN

Intelligence Officer
INTERPOL



NICOLAS DERASSE

NATIONAL GENDARMERIE



SÉBASTIEN MEUNIER

Captain in charge of
the fight against counterfeiting
NATIONAL GENDARMERIE



CLAIRE LACLAU

Commissioner
SAINT-OUEN POLICE STATION

...AND OPERATIONS

BOARD OF DIRECTORS

PRESIDENT



CHRISTIAN PEUGEOT

ÉTABLISSEMENT PEUGEOT FRÈRES

VICE-PRESIDENTS



PHILIPPE LACOSTE

FUSALP



NICOLAS MARTIN

HERMÈS



JÉRÔME SIBILLE

LVMH

TREASURER



THIERRY SUEUR

AIR LIQUIDE

SECRETARY GENERAL



DELPHINE DE CHALVRON

L'ORÉAL

DIRECTORS



MARCIN RZANIAK

AIR LIQUIDE



EMMANUELLE HOFFMAN

CABINET HOFFMAN



MARIANNA NITSCH

CHANEL



LAETITIA MENASE

CANAL +



CÉCILE ANGULO

GROUPE EPI



PHILIPPE SUMEIRE

GROUPE SEB



FRANÇOIS GARNIER

IPSEN



ERIC SANDRIN

KERING



PHILIPPE COEN

WALT DISNEY EUROPE



ZEEGER VINK

MFBRANDS



SYLVIA COHEN

MICHELIN



TONI GARCIA

NIKE

NOTES

NOTES



union des
fabricants **unifab**

THE TEAM

Delphine Sarfati-Sobreira
Director General

Régis Messali
Deputy Director General
in charge of communication
and development

Alice ROLAIN
Public and Legal Affairs
Officer

Chloé PELLOUET
Counterfeiting Museum
Coordinator

Guillaume ALBOUY
Administrative and
Accounting Coordinator

Nathalie Toussaint
Office manager