

## Better brand protection needed to address illicit trade in counterfeits

**Frankfurt, 3 December 2019** – Today, the Transnational Alliance to Combat Illicit Trade (TRACIT) addressed the 4<sup>th</sup> Brand Protection Congress.

The event provided an opportunity to inform an audience mainly composed of private-sector entities about how TRACIT is seeking to shape the policy response to illicit trade through targeted advocacy work and flag-ship initiatives such as the Global Illicit Trade Index and its current study on cross-sectoral vulnerabilities.

Emphasis was placed on counterfeiting and piracy accounting not only for the largest economic value of illicit trade worldwide, second only to trafficking in narcotics, but also as direct threats to developing countries.

*"Our recently released report on the impact of illicit trade on the attainment of the Sustainable Development Goals (SDGs) unequivocally shows how counterfeiting and piracy have serious detrimental effects on 9 of the 17 SDGs,"* said TRACIT Deputy Director-General Stefano Betti. *"In addition to displacing legitimate jobs and economic activity, counterfeiting also presents challenges to UN objectives for fair and legal employment. Fakes are often produced under unethical, unregulated and poor working conditions, utilizing child labor and coerced migrants."*

While some speakers discussed the challenges of policing piracy associated with live streaming, others brought to the fore the need to engage more forcefully with transport intermediaries and to "follow the money" as a pre-condition to disrupt the criminal networks behind illicit trade.

The representative of INTERPOL made the case for data on criminal trends and perpetrators possessed by business actors to be shared more consistently and more frequently with the world police organization.

**"We are very supportive of this call for data sharing as it clearly goes in the direction of strengthening private-public partnerships,"** commented Mr. Betti. **"Since the beginning, an important component of our strategy has been to find channels to ensure that law enforcement can benefit from businesses' first-hand knowledge and on-the-ground experience."**

### About TRACIT

The Transnational Alliance to Combat Illicit Trade ([TRACIT](https://www.TRACIT.org)) is an independent, private sector initiative to drive change to mitigate the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade.

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