



# EVALUATION OF IPRS INFRINGEMENTS – MEASUREMENT AND POLICY PRIORITIES

PIOTR STRYSZOWSKI  
OECD

POLICY AND STAKEHOLDER PERSPECTIVES TO  
PREVENT COUNTERFEITING AND ILLICIT TRADE

BRUSSELS, JUNE 16, 2015

## DOUBLE CASQUETTE : CONSOMMATEUR ET CONTREFACTEUR

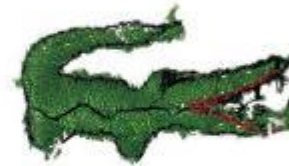


N'ACHETEZ PAS DE CONTREFAÇON !  
EN FRANCE LA LOI PRÉVOIT JUSQU'À  
300 000 € D'AMENDE ET 3 ANS D'EMPRISONNEMENT



UNE CAMPAGNE MENÉE PAR LE DOGANE ET LE COMITÉ D'ORDRE SOUS L'ÉGIDE DE COMITE NATIONAL ANTI-CONTREFAÇON

## FAUX CROCO VRAIS TRACAS



N'ACHETEZ PAS DE CONTREFAÇON !  
EN FRANCE LA LOI PRÉVOIT JUSQU'À  
300 000 € D'AMENDE ET 3 ANS D'EMPRISONNEMENT



UNE CAMPAGNE MENÉE PAR LE DOGANE ET LE COMITÉ D'ORDRE SOUS L'ÉGIDE DE COMITE NATIONAL ANTI-CONTREFAÇON

**(PARIS, CDG AIRPORT)**

# OECD studies on counterfeiting and piracy

## The “old” project

- Counterfeit and pirated products (2008)
- Digital piracy (2009)
- 2009 Update of Phase 1 figure



## The on-going project (2015-16), jointly with OHIM

- Counterfeit Trade

# OECD studies on counterfeiting and piracy

## GOALS:

- To assess the **magnitude** of the problem
- To study the **effects** of counterfeiting and piracy
- To determine the relevant **policy** conclusions

# Measurement

Measurement needs rigorous **methodologies**  
(what and how)

- **Magnitude** – issue of measurement unit (volume, value, number of seizures)
- **Effects** – on employment, profits, growth, etc.

**Data** is hard to find

- activities are illicit and clandestine
- numerous industries affected
- existing data is sparse, incomplete and inconsistent

Measurement of counterfeiting and piracy has been a **data driven exercise** (not methodology based)

# Measurement

## *What do we measure:*

Tangible products that infringe trademarks, copyrights, patents or design rights

## *Data comes from:*

Surveys undertaken (customs authorities with the assistance of the World Customs Organisation and DG TAXUD)

**Tailored Methodology developed** to assess the *magnitude of the problem in international trade*, principally using statistics on customs seizures

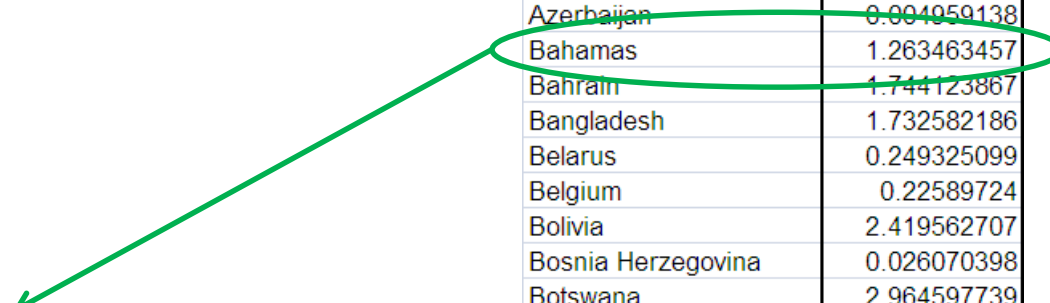
- Global scale
- All industries (HS categories)

# Magnitude of the problem (*index*)

## GTRIC-e (economies)

- Exporting economies
- Relative index:
  - 10 – highest likelihood
  - 0 – smallest likelihood

Economy	GTRICe
Afghanistan	8.23086373
Albania	4.276926826
Algeria	0.809182931
Angola	0.170150084
Argentina	0.361550766
Armenia	2.703793277
Australia	0.329413519
Austria	0.086189579
Azerbaijan	0.004059138
Bahamas	1.263463457
Bahrain	1.744123867
Bangladesh	1.732582186
Belarus	0.249325099
Belgium	0.22589724
Bolivia	2.419562707
Bosnia Herzegovina	0.026070398
Botswana	2.964597739
Brazil	0.446050072
Brunei	1.893311132
Bulgaria	1.321793636
Cambodia	2.735236629
Cameroon	0.979014425
Canada	0.199858
Chile	0.035557704
China	5.033618161
China, Hong Kong SAR	10
China, Macao SAR	3.361584025
Colombia	0.854245796
Costa Rica	0.136543475
Cote d'Ivoire	0.526396865
Croatia	1.049930628



12.6% likelihood compared to the “top exporter”



# Magnitude of the problem (*index*)

## GTRIC-p (products)

- HS product categories
- Relative index:
  - 10 – highest likelihood
  - 0 – smallest likelihood

HS Category	GTRICp
HS-65	10
HS-42	9.98643121
HS-24	9.98180777
HS-66	9.94240801
HS-91	9.91165208
HS-61	9.7388761
HS-64	9.3801574
HS-58	9.14335682
HS-96	9.05249616
HS-95	8.64834712
HS-85	6.51013081
HS-33	6.33190275
HS-37	6.21018564
HS-63	5.48279778
HS-83	5.34369252
HS-17	5.3392701
HS-94	5.32620385
HS-48	5.26559657
HS-93	4.74053451
HS-20	4.58574975
HS-71	4.55248108
HS-82	4.51428744
HS-22	4.27356698
HS-49	4.26582775
HS-90	4.21999538
HS-35	3.89142955
HS-13	3.58175952
HS-40	3.4661735
HS-56	3.42305489
HS-70	3.33953142
HS-57	3.31068517

### Code 95

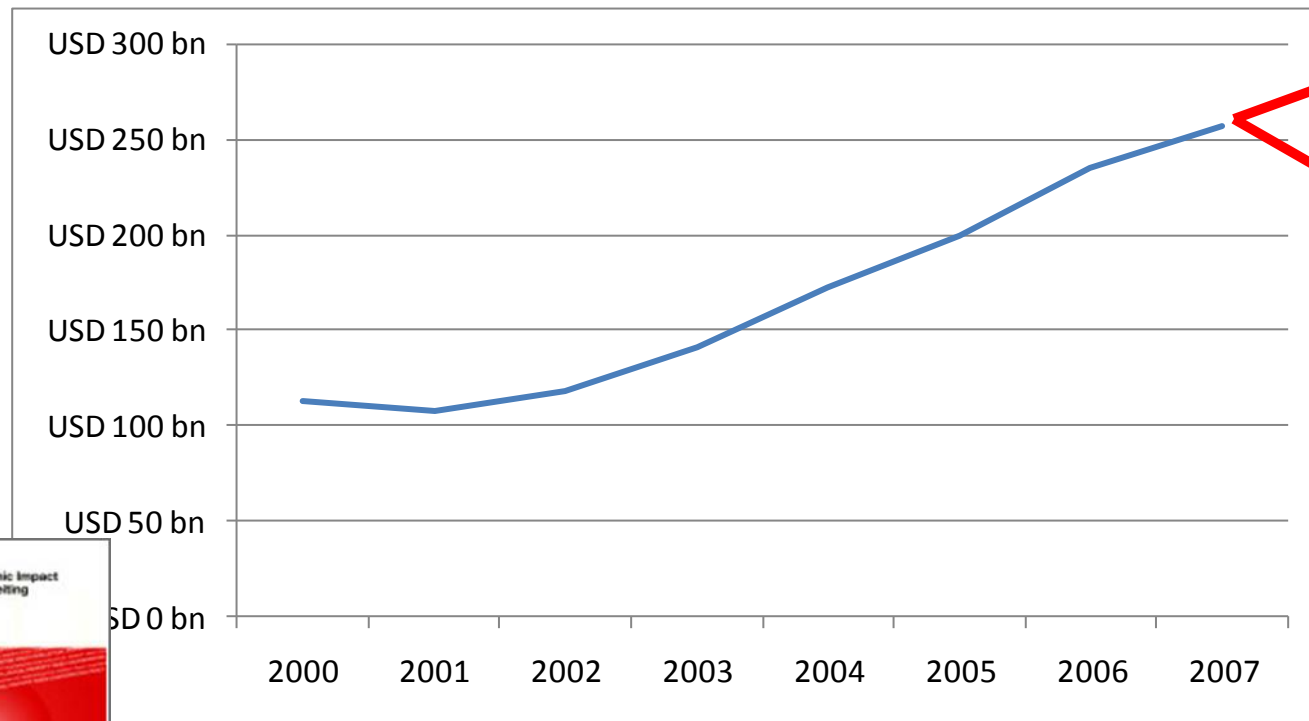
Toys, games & sports equipment; parts & accessories





# Magnitude of the problem (*time index*)

Trade in counterfeit and pirated goods grew steadily over the period 2000 – 2007

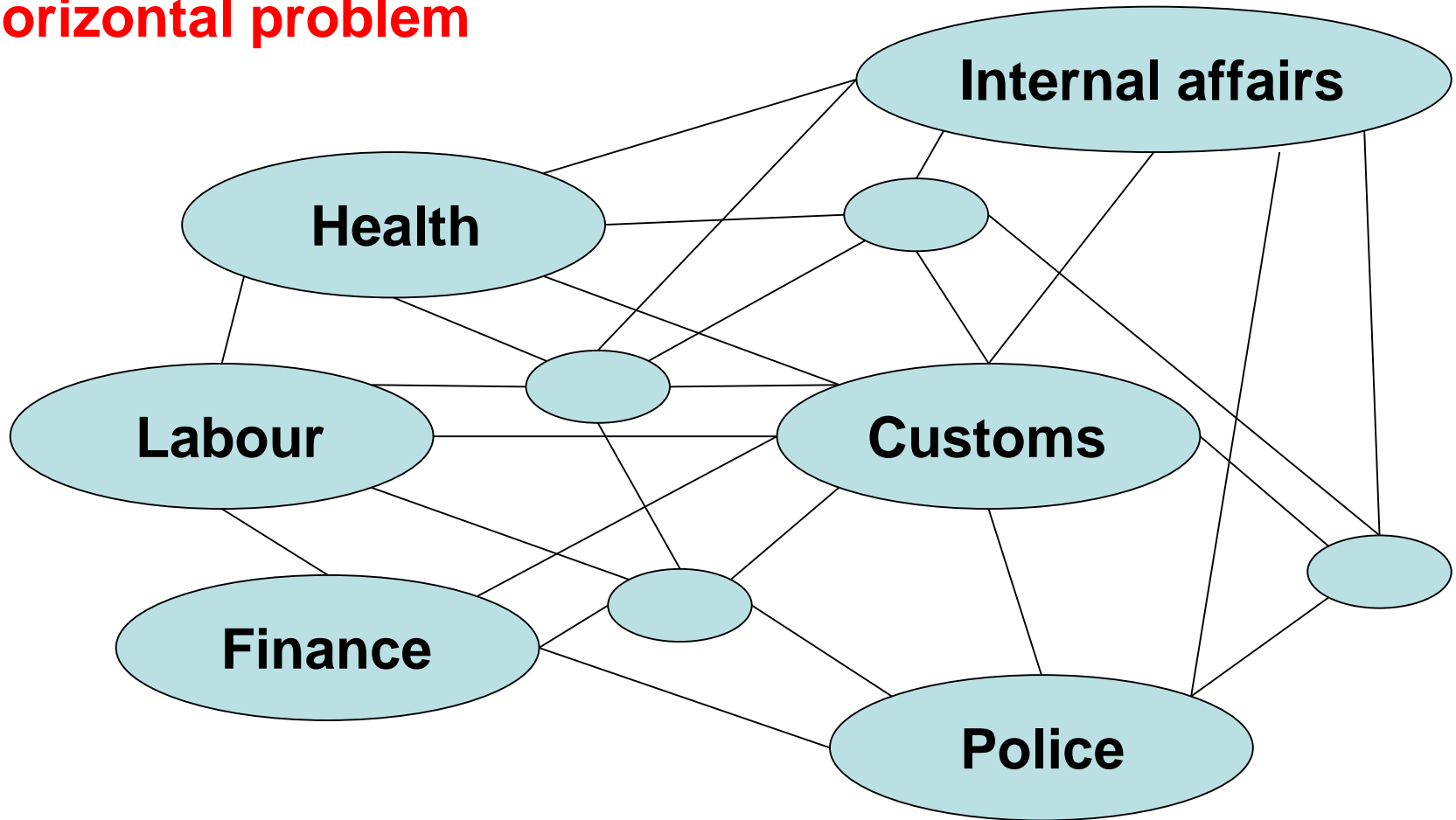


# The on-going project (2015-2016)

- **Starting point: 2008 Methodology**
- **Magnitude (new, **very good** customs data)**
- **Economic and policy effects**
  
- **Regional case studies**
- **Industry case studies**

# For the attention of policymakers

## Horizontal problem



**For the attention of policymakers**

**International problem  
(active role of criminal networks)**

**Need for effective international  
co-operation  
source countries, numerous transit points**

# For the attention of policymakers

## **Awareness!**

### **Education of:**

- **consumers/users**
- **gov't officials**

**Not only end, luxury products.**

**Everything can be fake (B2B)!**

**For the attention of policymakers**

**Enforcement!!!**

**DOUBLE CASQUETTE :  
CONSUMMATEUR ET  
CONTREFACTEUR**

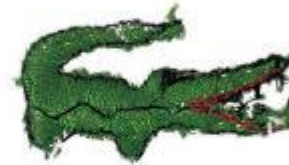


**N'ACHETEZ PAS DE CONTREFAÇON !  
EN FRANCE LA LOI PRÉVOIT JUSQU'À  
300 000 € D'AMENDE ET 3 ANS D'EMPRISONNEMENT**



UNE CAMPAGNE MENÉE PAR LE DOSSIER ET LE COMITÉ D'ORDRE SOUS L'ÉGIDE DU COMITÉ INTERPROFESSIONNEL ANTI-CONTREFAÇON

**FAUX CROCO  
VRAIS TRACAS**



**N'ACHETEZ PAS DE CONTREFAÇON !  
EN FRANCE LA LOI PRÉVOIT JUSQU'À  
300 000 € D'AMENDE ET 3 ANS D'EMPRISONNEMENT**



UNE CAMPAGNE MENÉE PAR LE DOSSIER ET LE COMITÉ D'ORDRE SOUS L'ÉGIDE DU COMITÉ INTERPROFESSIONNEL ANTI-CONTREFAÇON

**(PARIS, CDG AIRPORT)**



**(PARIS, MONTMARTRE)**



for further information

**Piotr Strykowski**

**OECD**

2, rue André-Pascal  
75775 Paris CEDEX 16  
France

Email: [Piotr.Strykowski@oecd.org](mailto:Piotr.Strykowski@oecd.org)

Phone: (+33) 1 4524 9130

Fax: (+33) 1 4430 6257

