

Cross-Border Movement of IP Infringing Goods in the Asian Region

Workshop on the Environmentally Safe Disposal
of Intellectual Property (IP) Infringing Goods
Bangkok, Thailand, 21-22 November 2013



RILO AP

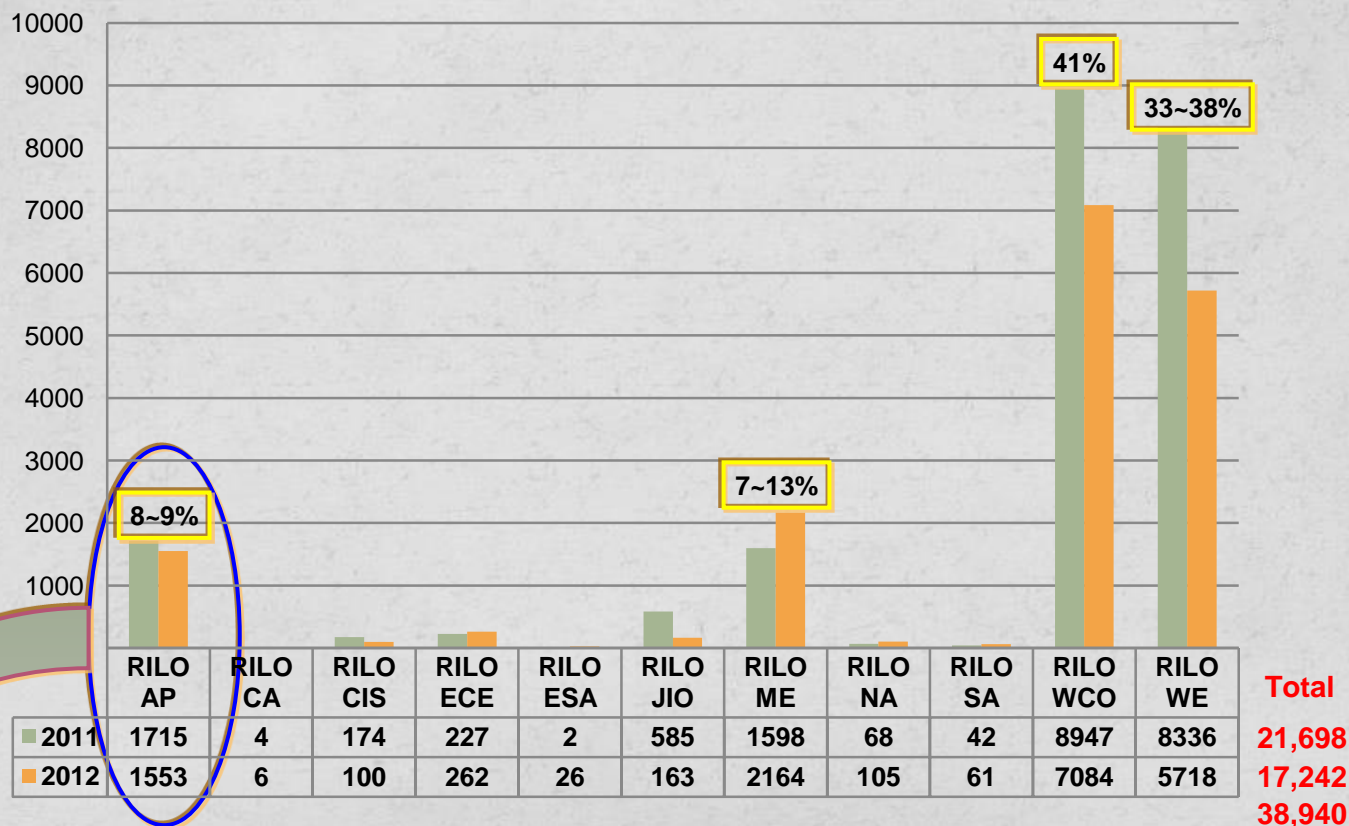
Data Source & Scope of Analysis

- ❖ Period : 1 January 2011 ~ 31 December 2012
 - Seizures reported and validated by 10 October 2013
- ❖ General rule : 1 case as 1 seizure on 1 occasion
 - 1 case may include multiple lines of commodities
- ❖ Data analysis : AP region as trafficking route
 - For the convenience of analysis, various units were converted into pieces and kg in accordance with the WCO IPR Report 2011
 - For easy comparison, pieces were applied to prepare slides on quantity seized excluding kg (only 212 cases)

Analysis Focus

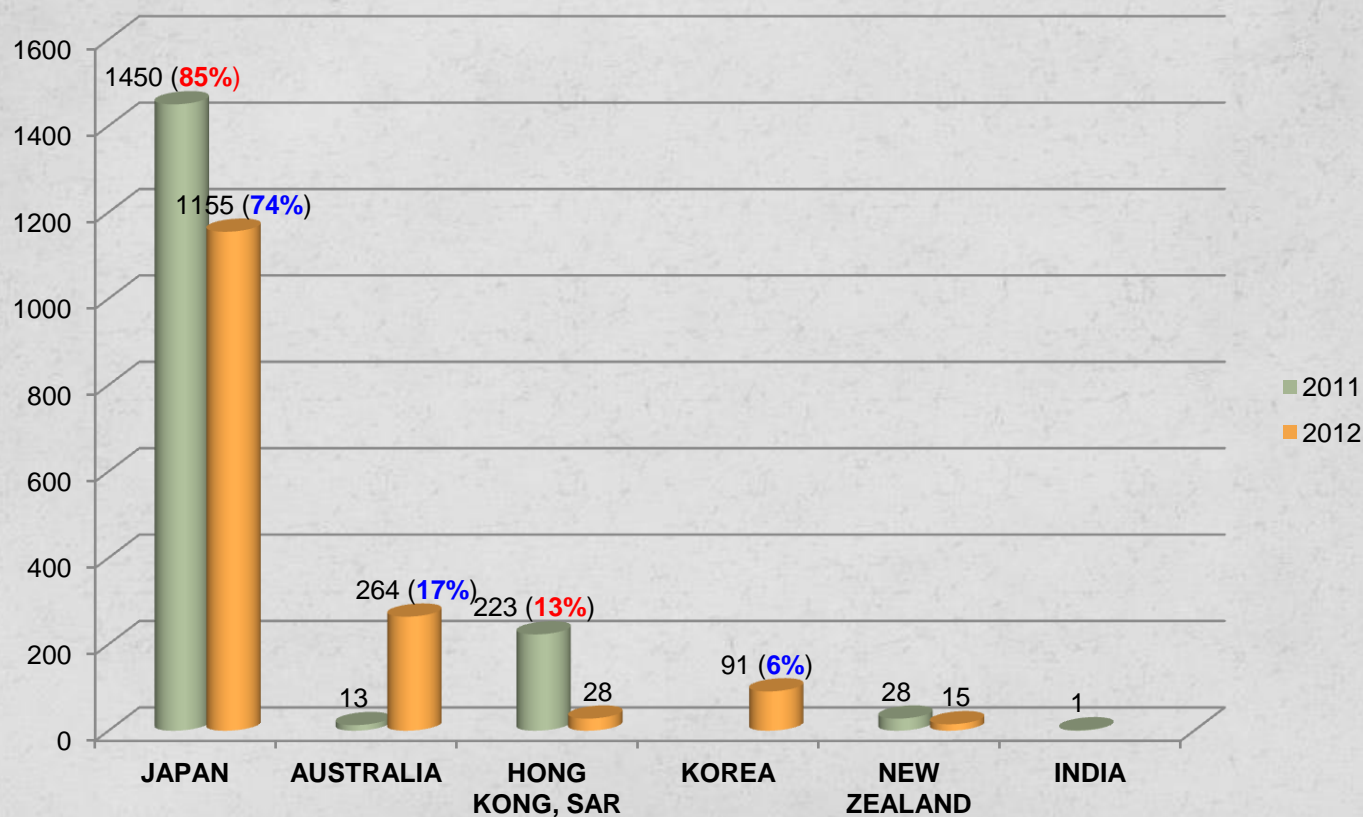
- ❖ Reporting Regions & Countries
- ❖ Departures
- ❖ Types of Location
- ❖ Infringing Commodities
- ❖ Counterfeit Brands
- ❖ Seizure Cases

Total 11 RILO Regions (by No of Cases)



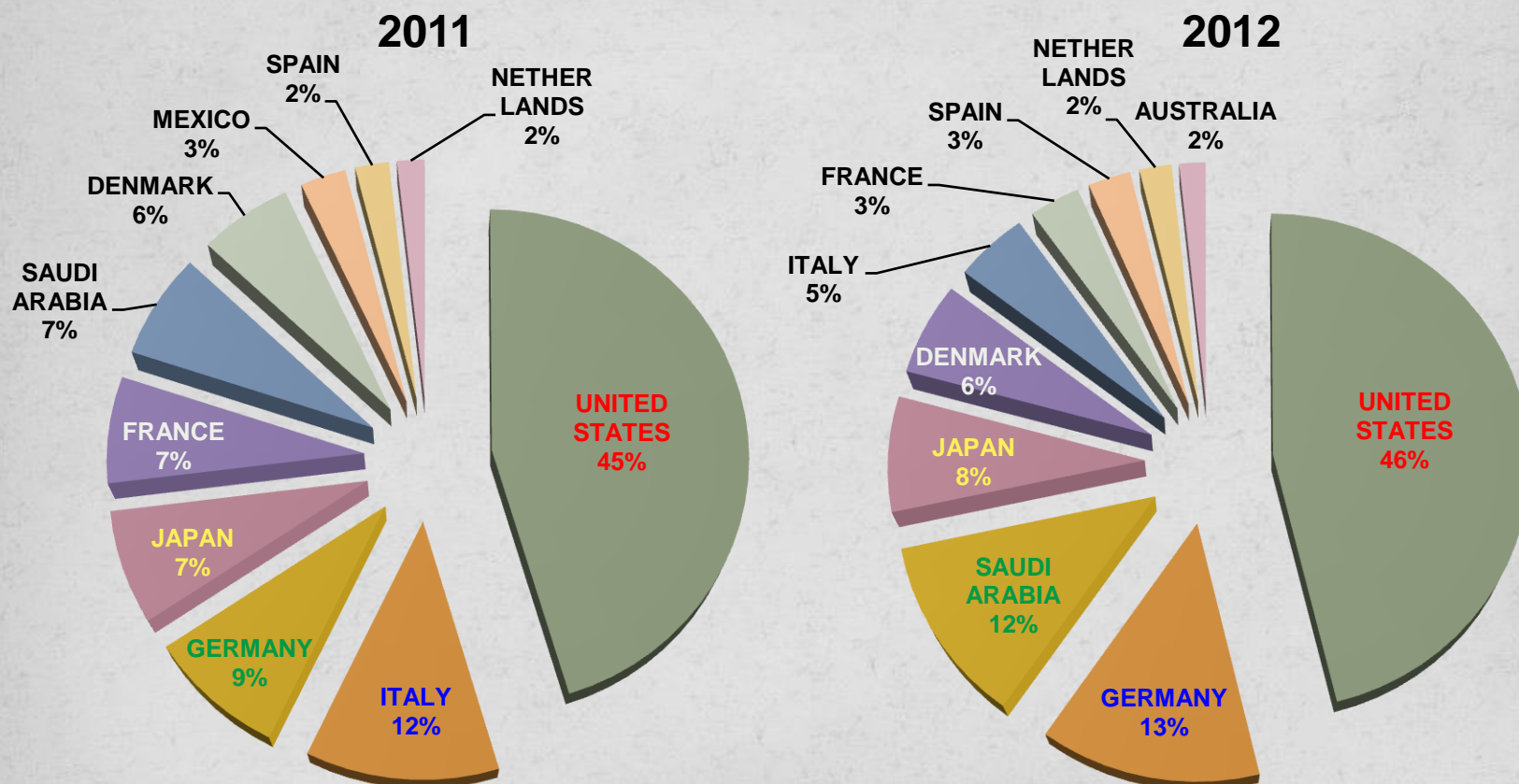
(Source: WCO CEN database, extracted on 11 October 2013)

Total 6 Reporting Countries in AP Region



(Source: WCO CEN database, extracted on 11 October 2013)

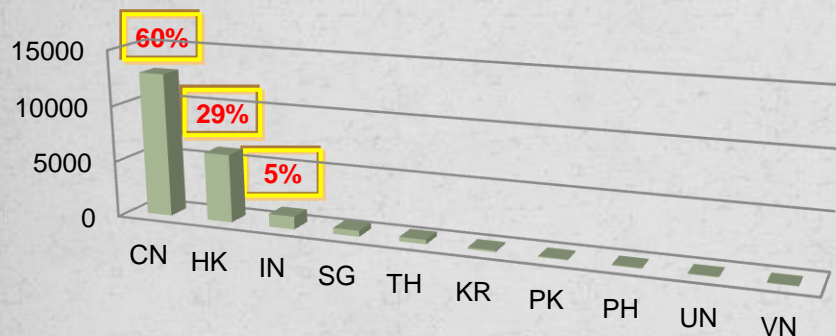
Top 10 Reporting Countries Worldwide



(Source: WCO CEN database, extracted on 11 October 2013)

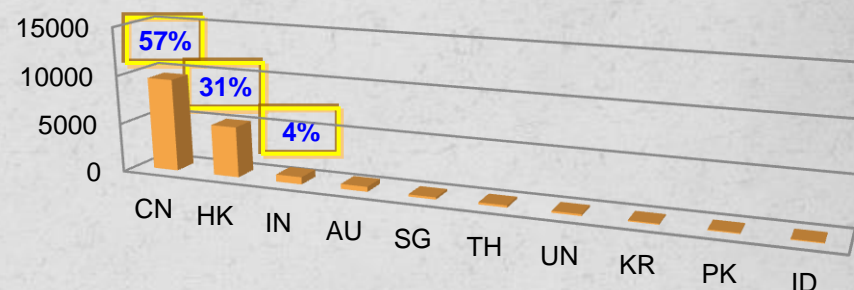
Top 10 Departures (by No of Cases)

2011



	CN	HK	IN	SG	TH	KR	PK	PH	UN	VN
■ 2011	12826	6099	1144	531	392	138	78	65	61	52

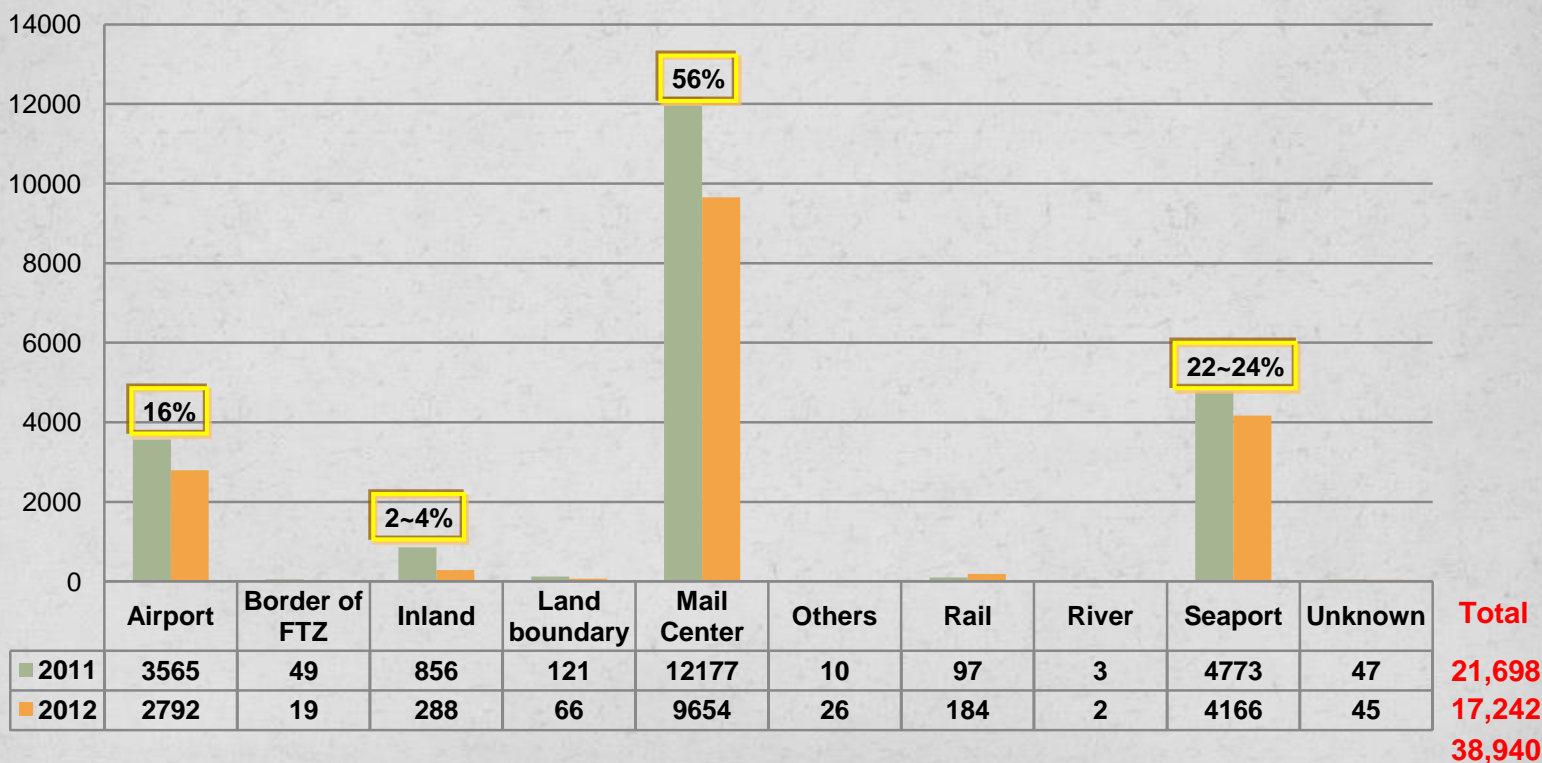
2012



	CN	HK	IN	AU	SG	TH	UN	KR	PK	ID
■ 2012	9543	5206	736	502	216	214	177	108	98	84

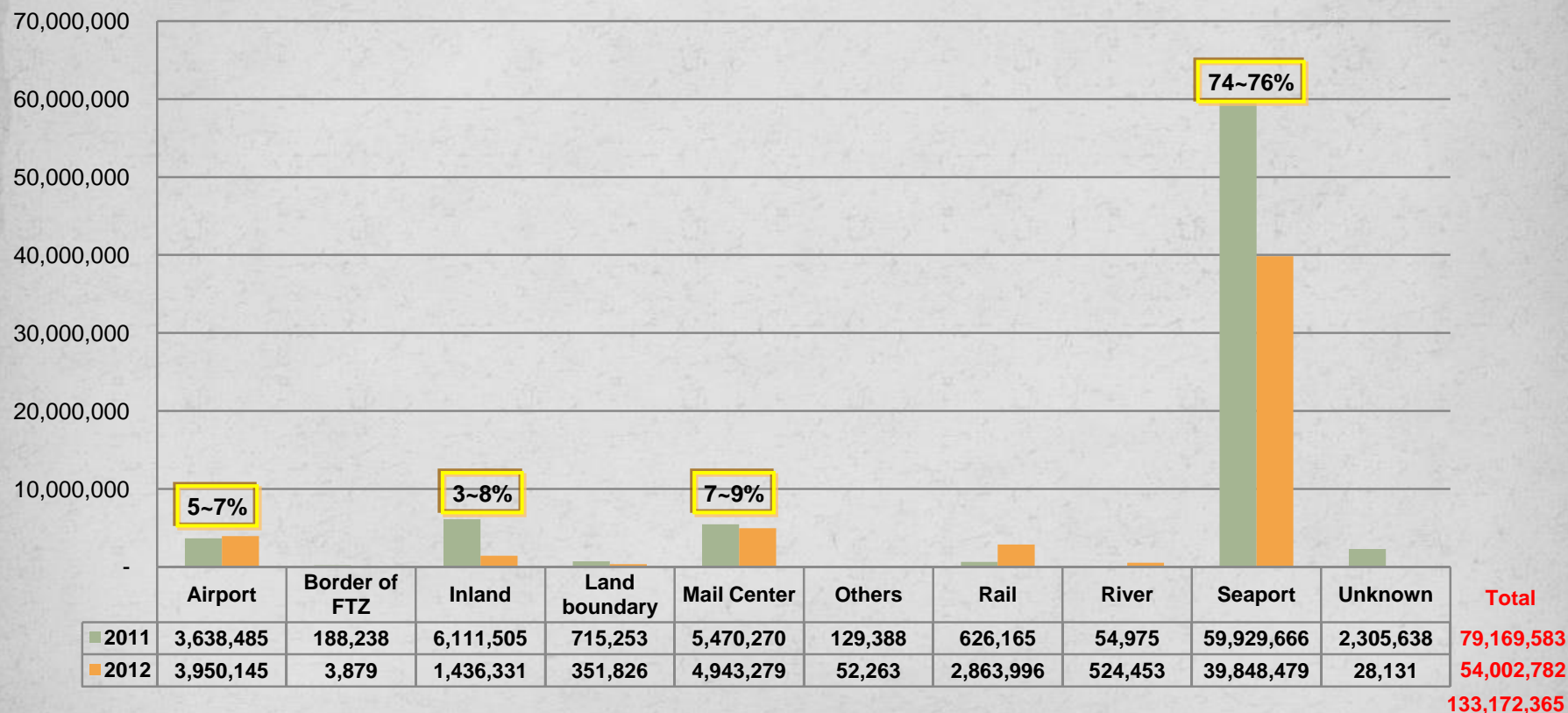
(Source: WCO CEN database, extracted on 11 October 2013)

Types of Location (by No of Cases)



(Source: WCO CEN database, extracted on 11 October 2013)

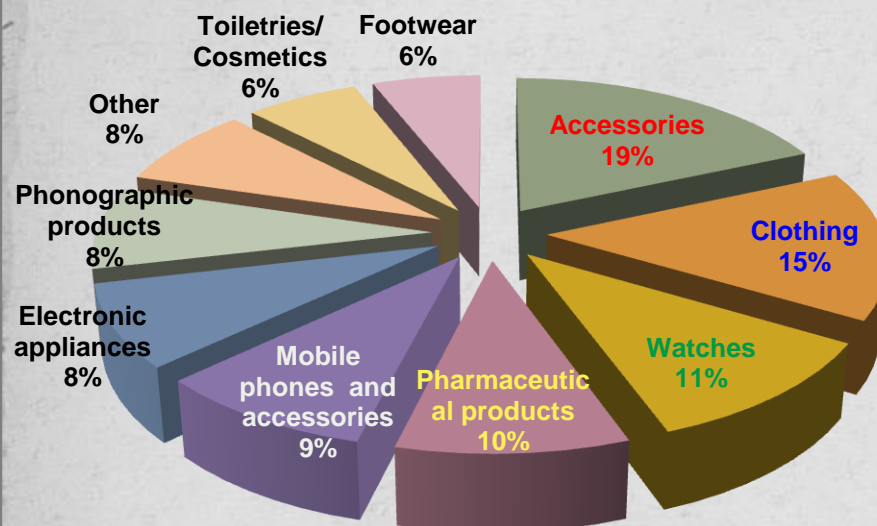
Types of Location (by Quantity seized)



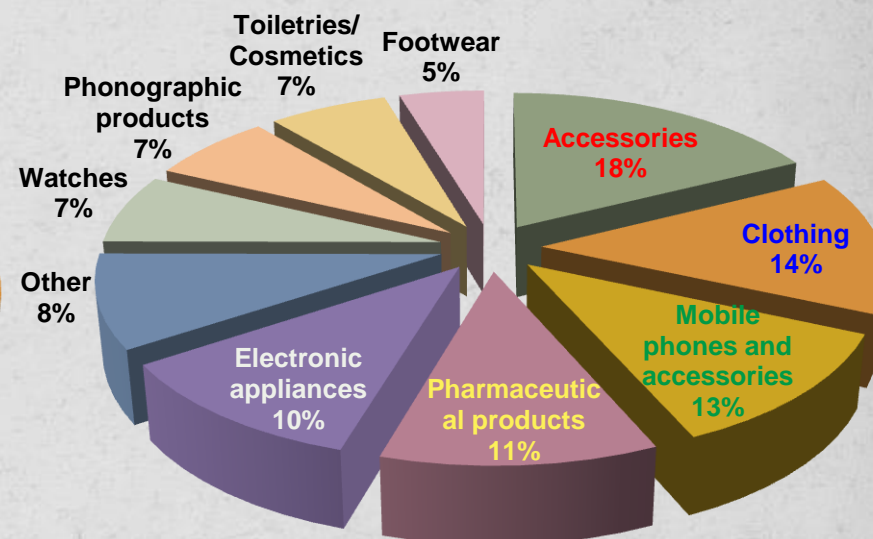
(Source: WCO CEN database, extracted on 11 October 2013)

Top 10 Infringing Commodities (by No of Cases)

2011



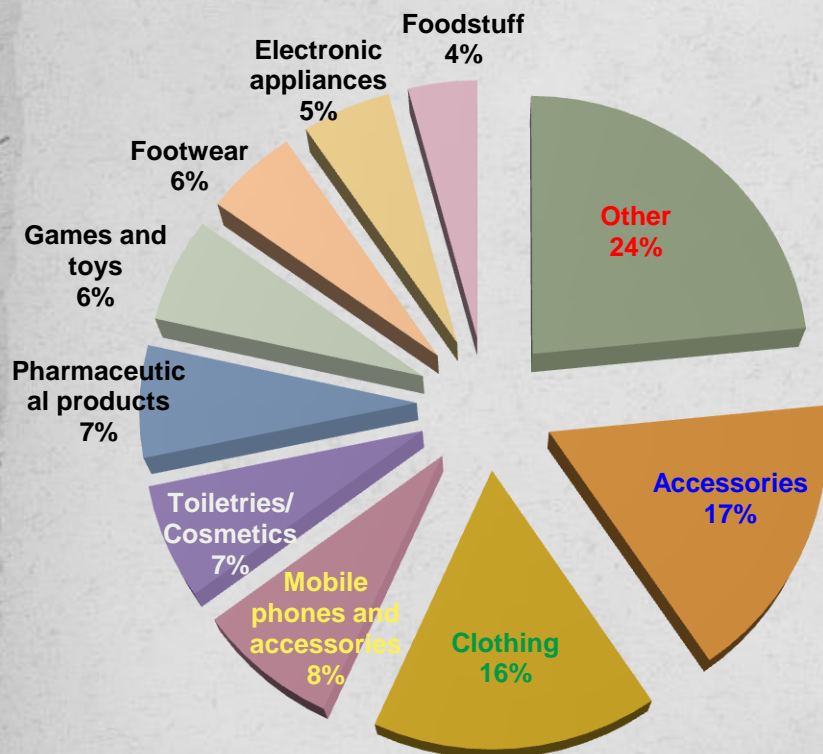
2012



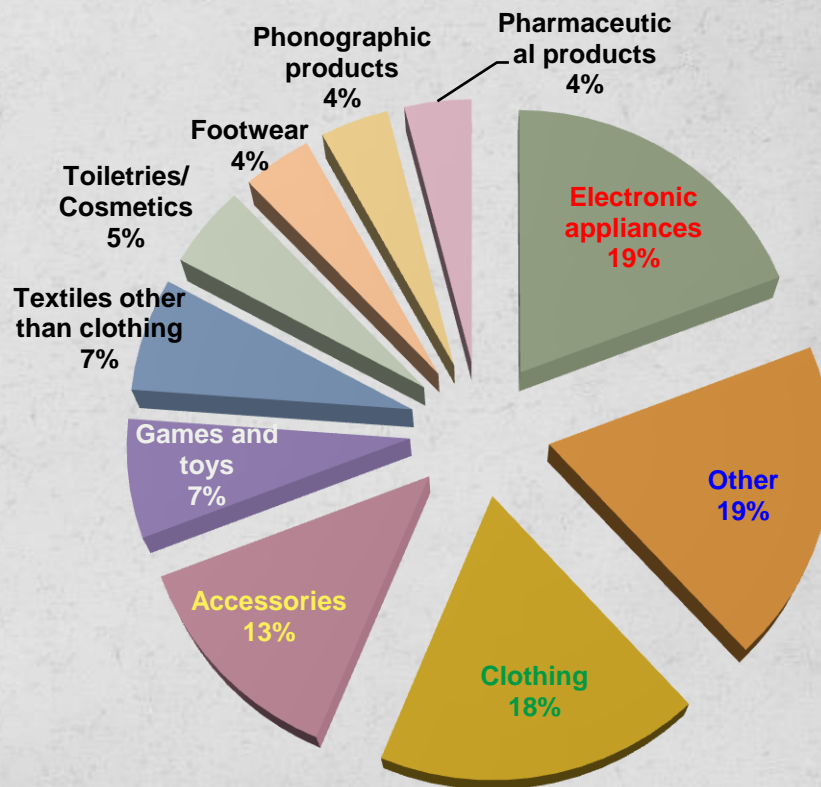
(Source: WCO CEN database, extracted on 11 October 2013)

Top 10 Infringing Commodities (by Q'ty seized)

2011













2012













(Source: WCO CEN database, extracted on 11 October 2013)

Top 10 Counterfeit Brands in 2011

Brand	Category	No of Cases	% of Total
Cialis	 Pharmaceutical products	1,094	6.9%
Rolex	 Watches	996	6.3%
Apple	 Mobile phones and accessories	868	5.5%
Viagra	 Pharmaceutical products	595	3.7%
MAC	 Toiletries/cosmetics	535	3.4%
Louis Vuitton	 Accessories	523	3.3%
Nike	 Footwear	499	3.1%
Power Balance	 Accessories	413	2.6%
Hello Kitty	 Accessories	386	2.4%
Chanel	 Accessories	330	2.0%

39.2%

Top 10 Counterfeit Brands in 2012

Brand	Category	No of Cases	% of Total
Cialis	 Pharmaceutical products	1,207	10.7%
Apple	 Mobile phones and accessories	797	7.0%
Nike	 Footwear	407	3.6%
Viagra	 Pharmaceutical products	394	3.5%
Louis Vuitton	 Accessories	341	3.0%
MAC	 Toiletries/cosmetics	333	2.9%
Hello Kitty	 Accessories	270	2.4%
Chanel	 Accessories	231	2.0%
Disney	 Phonographic products	222	2.0%
Adidas	 Clothing	218	1.9%

39.0%

Seizure Case 1

- Date : 8 August 2012
- Commodity : Pharmaceutical products
- Trademark : Optalidon (Novartis product)
- Quantity : 750 kg (worth about US\$ 60,000)
- Concealment method : In freight (by Vessel)
- Route : China – DR Congo



Seizure Case 2

- Date : 23 August 2012
- Commodity : Computers and accessories (Software)
- Trademark : Microsoft Windows 7
- Quantity : 2,781 pieces (worth about US\$ 766,794)
- Concealment method : In mail (by DHL)
- Route : Hong Kong – Poland



Seizure Case 3

- Date : 29 September 2012
- Commodity : Accessories (Wallets), Toiletries/cosmetics, Games and toys, etc.
- Trademark : Disney, Hello Kitty, Chanel, Christian Dior, Hugo Boss, Nina Ricci, Gucci, Playboy, etc.
- Quantity : 97,490 pieces (worth about US\$ 2,416,730)
- Concealment method : In transport (by Vehicle)
- Route : China - Serbia



Seizure Case 4

- Date : 1 November 2012
- Commodity : Accessories (Sunglasses), Watches
- Trademark : D&G, Gucci, Prada, Carrera, Ray Ban, Calvin Klein, Tag Hauer, Diesel, etc.
- Quantity : 919,500 pieces (worth about US\$ 10,050,000)
- Concealment method : In freight (by Vessel)
- Route : China – Uruguay - Paraguay



Seizure Case 5

- Date : 3 December 2012
- Commodity : Accessories
- Trademark : Louis Vuitton, Armani, Burberry, Gucci, etc.
- Quantity : 37,096 pieces (worth about US\$ 14,285,712)
- Concealment method : In freight (by Vessel)
- Route : China – Spain – Italy



Thank you for your attention



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