

IPM | WCO's TOOL AGAINST COUNTERFEITING

CEPS

Preventing Counterfeiting and Illicit
Trade: Progress & Challenges

20 May 2016

1. WCO's role and IPR activities
2. IPM – web and mobile application

WCO's Role

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WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

180

NATIONAL CUSTOMS ADMINISTRATIONS
(MEMBERS)

THE ONLY

COMPETENT INTERGOVERNMENTAL
ORGANIZATION ON CUSTOMS ISSUES

70%

CUSTOMS AUTHORITIES ARE ON THE
FRONT LINE IN THE FIGHT AGAINST
COUNTERFEITING AND ACCOUNT FOR
70% OF SEIZURES IN THE WORLD

MAIN ROLE

- FACILITATE CROSS-BORDER TRADE
- HARMONIZE PROCEDURES
- SECURE THE INTERNATIONAL TRADE
SUPPLY CHAIN



Capacity Building

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- ✓ Risk management and targeting techniques
- ✓ Identification training and collaboration with Right Holders
- ✓ Awareness Raising

Enforcement Operations

- ✓ Targeting & risk analysis techniques
- ✓ On the ground inspection of containers
- ✓ Rights holders working directly with Customs administrations



What is IPM?

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What is IPM and how does it work?



What can we find in IPM?

◀ Demo Tooth Paste



BRAND ✓
Demo Brand

RIGHT HOLDER ✓
Demo Rights Holder

CATEGORY
Tooth past

DESCRIPTION ✓
This product comes in a narrow blue tube.

Exporters ✓
Acme Inc.
United Arab Emirates

Road n°12
17820 Navodari


Importers ✓
No Importers

Manufacturers ✓
No Manufacturers

- ✓ Shipping Routes
- ✓ Exterior Packaging
- ✓ Previous cases

News & Alerts

WCOIPM






Anca Trefas
Logout


NAVIGATION

- Dashboard
- Products
- Users
- Contacts
- News Stories
- Alerts

News Stories

Search by Title

Image	Name
	Customs foil cigarette smuggling attempt
	Nigerian Customs Impound Goods Worth 219 Million Naira
	Hong Kong Customs seize contraband tobacco worth HK\$12m
	Customs Agency incinerates contraband worth US\$22.2M




Anca Trefas
Logout

NAVIGATION

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Alerts

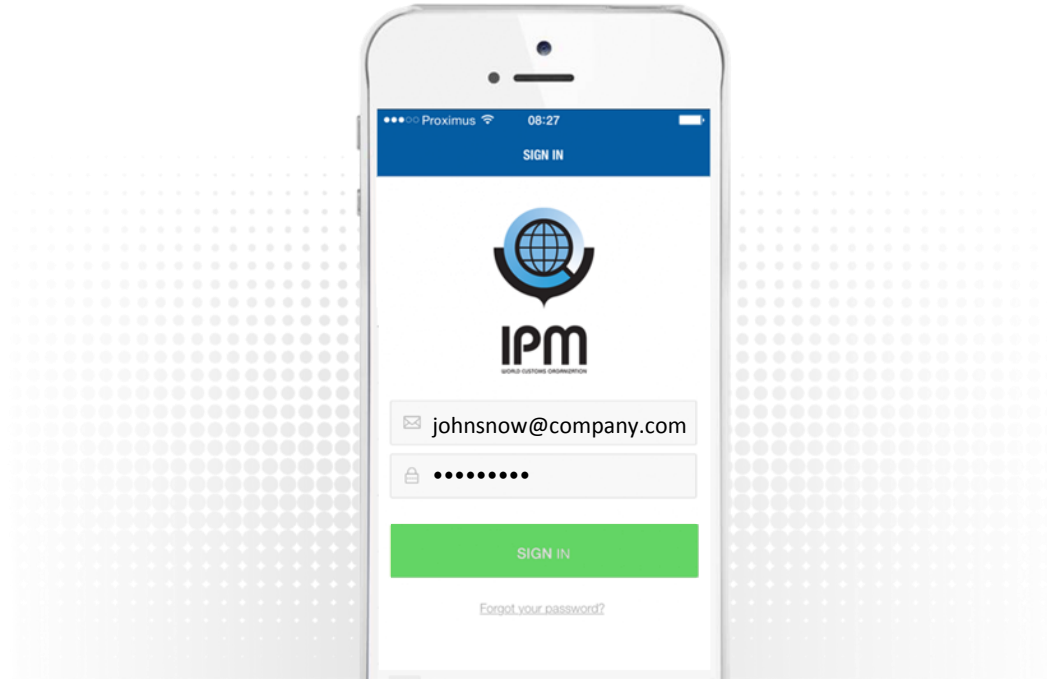
Search by Title

Image	Name
	Official Replica - Home Kit 2015/16
	IPM v2.0

Showing 1 to 2 out of 2 Alerts.

IPM Mobile – Advantages

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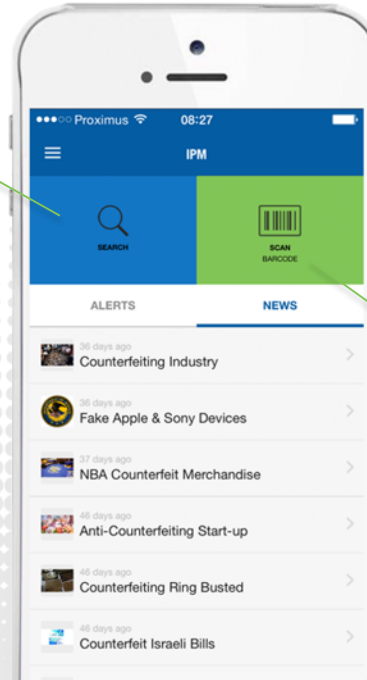


IPM Mobile – Advantages



MANUAL SEARCH

Search by keyword



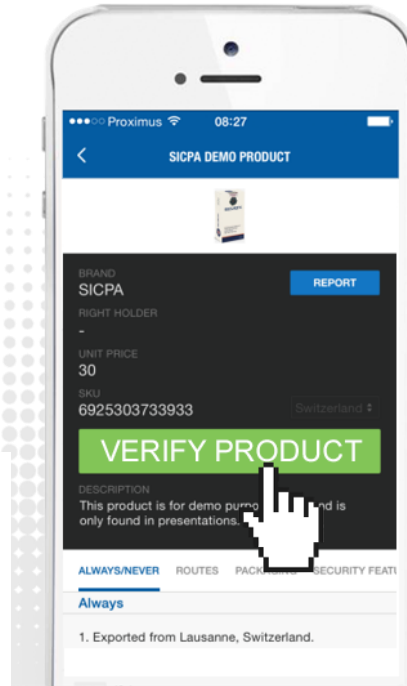
SEARCH by SCAN

Scan GTIN bar code
using the phone's camera

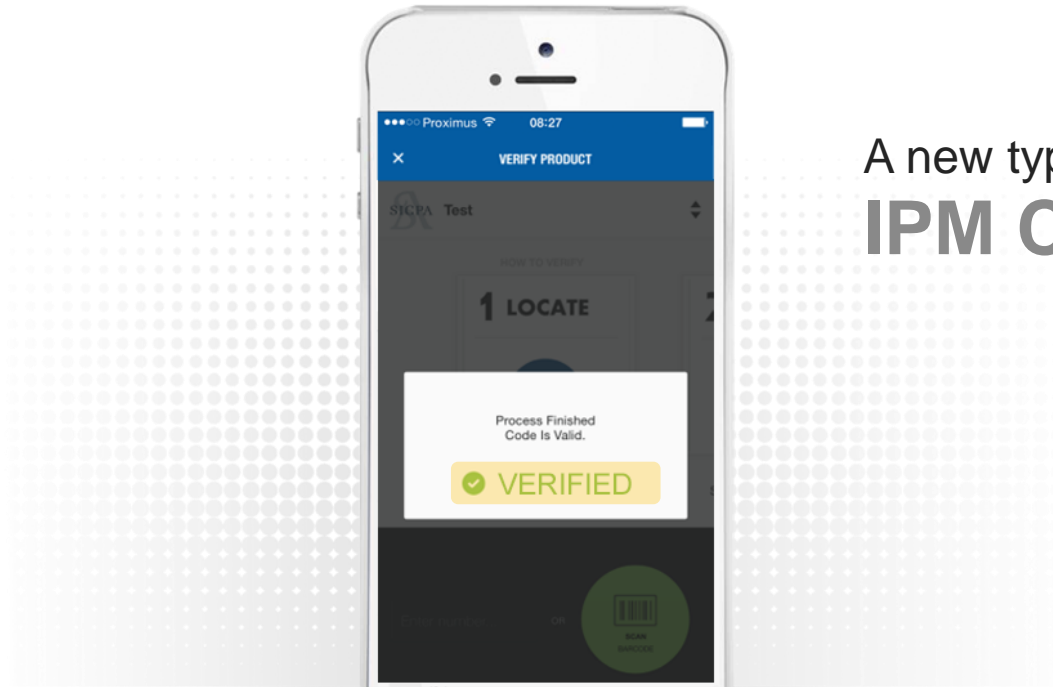
IPM Mobile – IPM Connected

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XS11L



IPM Connected – How does it work in practice?



A new type of information:
IPM Connected

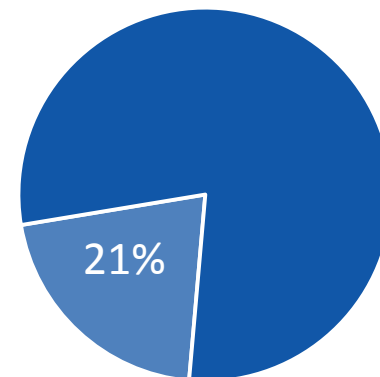
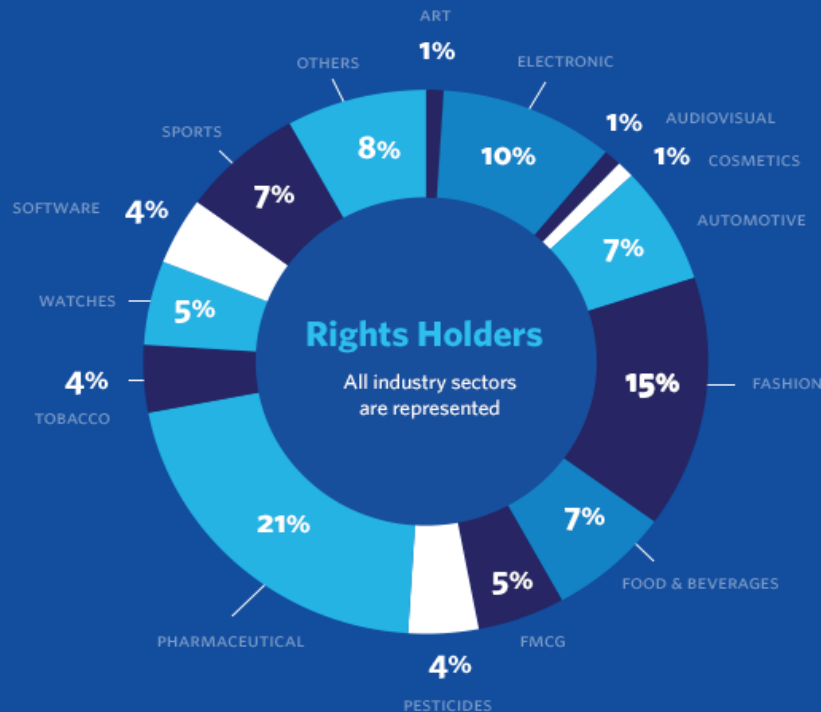
IPM countries



EUROPE (24)	NORTH, NEAR & MIDDLE EAST AFRICA (12)	WEST & CENTRAL AFRICA (11)	EAST & SOUTHERN AFRICA (11)	AMERICA (14)	ASIA, AUSTRALIA & THE PACIFIC ISLANDS (19)
Albania	Algeria	Benin	Angola	Argentina	Brunei
Armenia	Bahrain	Cameroon	Djibouti	Bahamas	Cambodia
Azerbaijan	Egypt	Cape Verde	Kenya	Chile	Fiji
Belgium	Iran	Central African Republic	Madagascar	Cuba	Hong Kong
France	Jordan	Congo	Mauritius	Costa Rica	Japan
Georgia	Kuwait	Democratic Republic of Congo	Mozambique	Dominican Republic	Korea (Republic of) Indonesia
Hungary	Morocco	Guinea	Namibia	Ecuador	Macau, China
Iceland	Oman	Liberia	South Africa	Guatemala	Malaysia
Ireland	Qatar	Mali	Tanzania	Jamaica	Mongolia
Italy	Saudi Arabia	Senegal	Uganda	Mexico	Papua
Israel	Sudan	Togo	Rwanda	Panama	Philippines
Kazakhstan	Tunisia			Peru	Samoa
Montenegro	UAE			United States	Seychelles
Netherlands				Uruguay	Singapore
Norway					Sri Lanka
Portugal					Thailand
Serbia					Tonga
Slovakia					Vietnam
Turkey					Vanuatu
The Former Yugoslav Republic of Macedonia					
Russian Federation					
United Kingdom					
Ukraine					



IPM – Members



THANK YOU!