



WORLD CUSTOMS ORGANIZATION

2017 CEPS
Digital Traceability
in the fight against Illicit Trade
Improving Rules and Practices
6th November
Brussels

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Welcome to WCO Counterfeit and Piracy meeting Brussels 15-16 November





WCO at a glance



180 Customs member administrations

- that handles 90% of all trade



Approx. 190 employees



HQ in Brussels



Regional Intelligence offices (RILO) in all regions



Global and regional cooperation organisations within trade, enforcement and facilitation

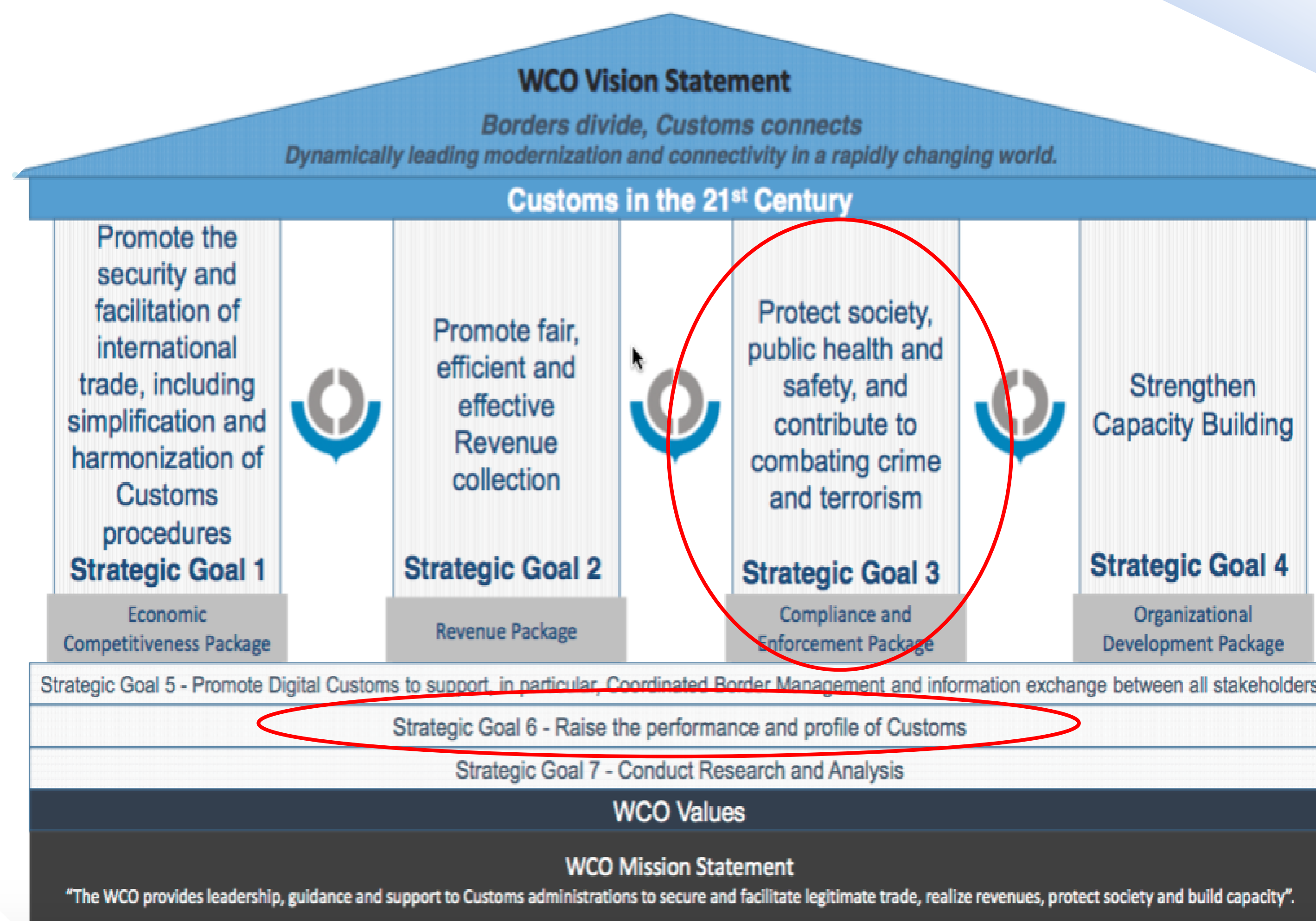


National and Regional Work Shops and Operations and conferences – CAP and Global Congress



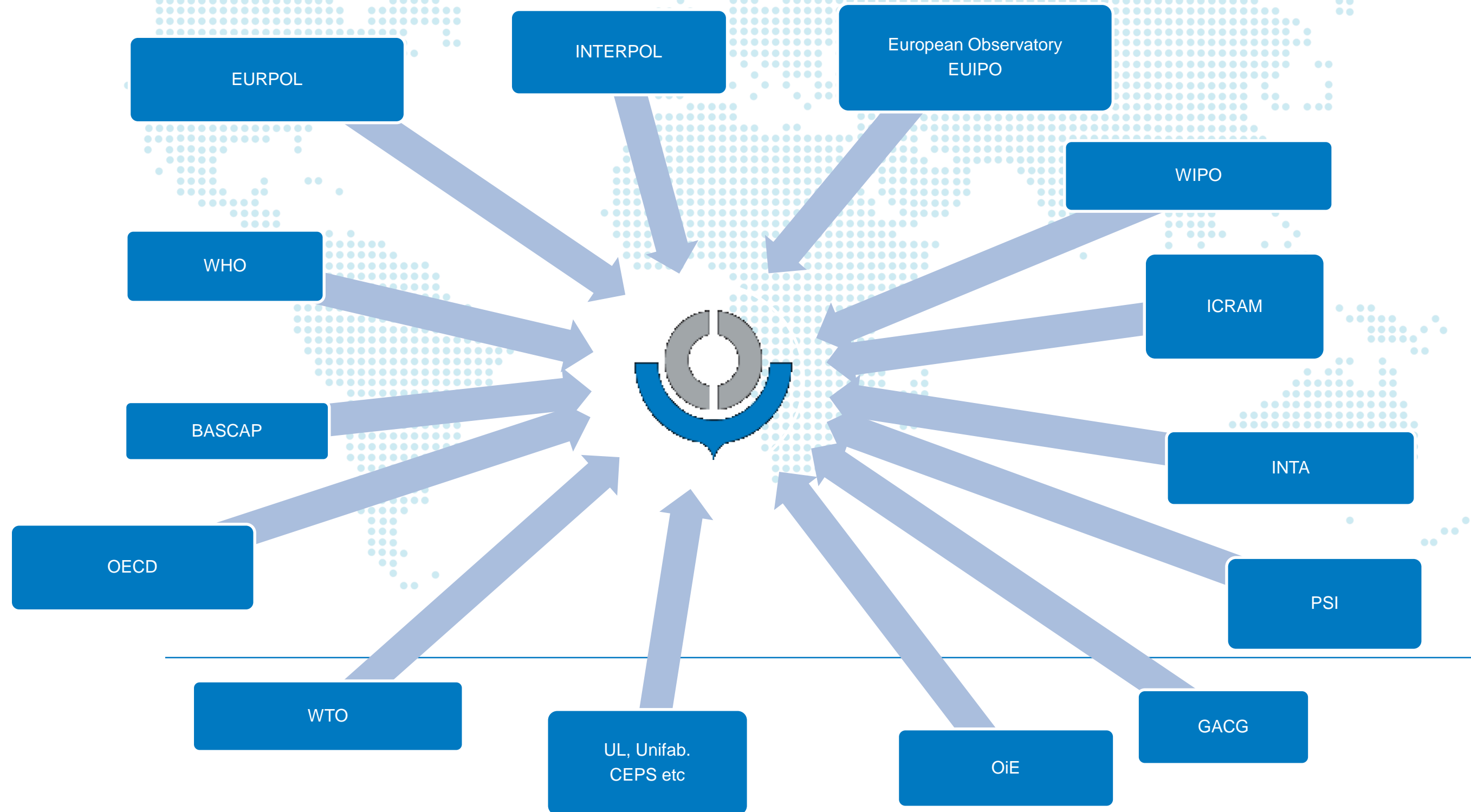
International Liason Offices







International Cooperation





What are Customs?

At the border

- A physically limited area
- Varying expanse of powers

Revenue driven

- Ministry of finance is our boss
- Only reliable source of income in many countries

Politically driven

- Excise and Tax
- Security
- Drugs
- Cigarettes
- Alcohol
- → what's left at end of the day...



Unfair Competition





The only common Global Legal Base for IPR Enforcement

TRIPS

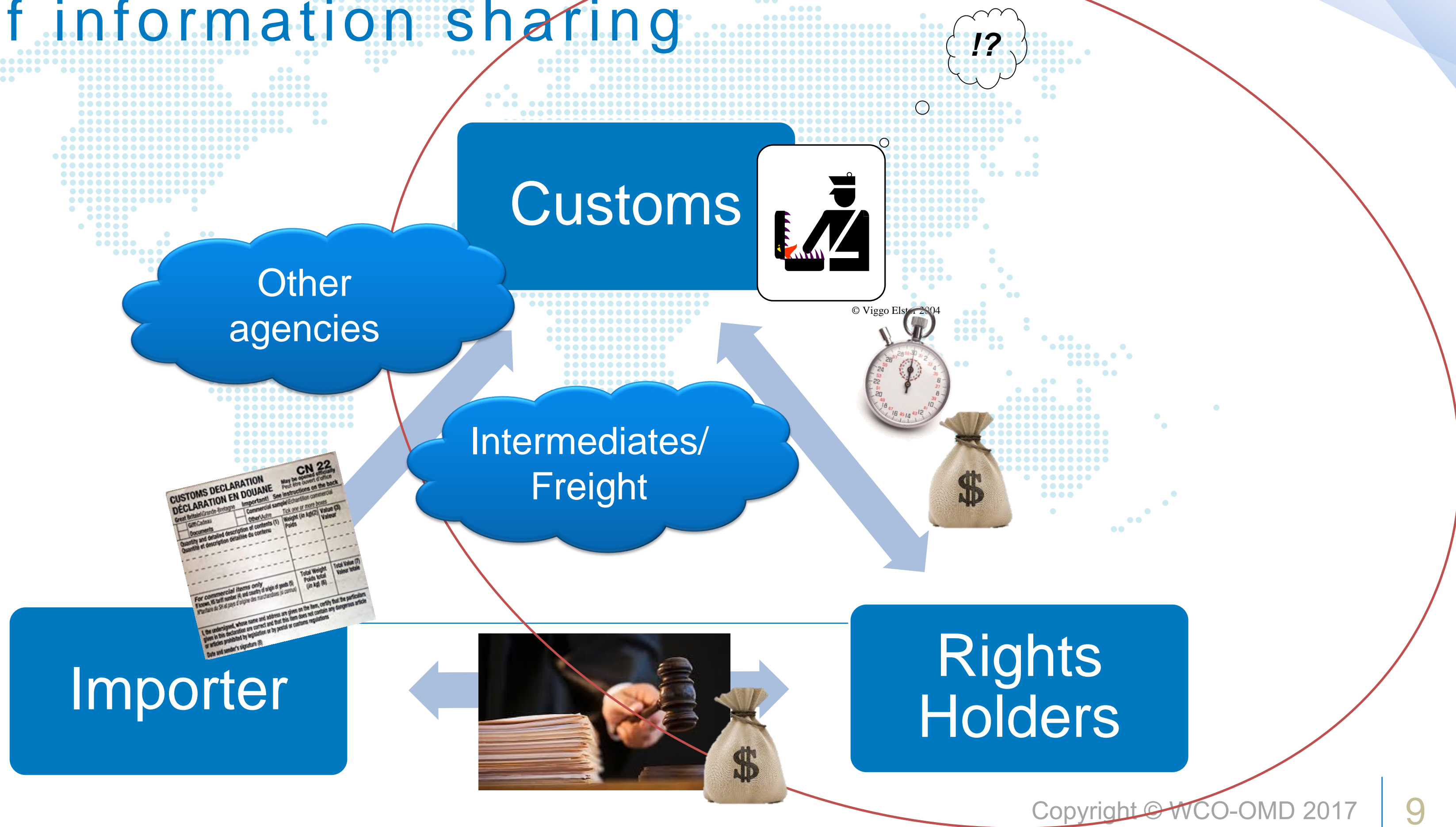
- Trade related Aspects of intellectual Property Rights
- Section 4 Border measures
 - Art. 57 *Right of Inspection and Information*
 - Art. 52 *Application*
 - Art. 53 *Security or Equivalent Assurance*
 - Art. 54 *Duration of Suspension*



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The golden triangle of information sharing





Challenges

Customs

- Global expanse – also in small and remote countries
- Limited understanding of Industry requirements
- Complicated and time critical
- Duty of confidentiality – privacy protection
- Dual role of Customs - collector & enforcer
- Limited technological capability & compatibility
- Logistical challenges - small consignments



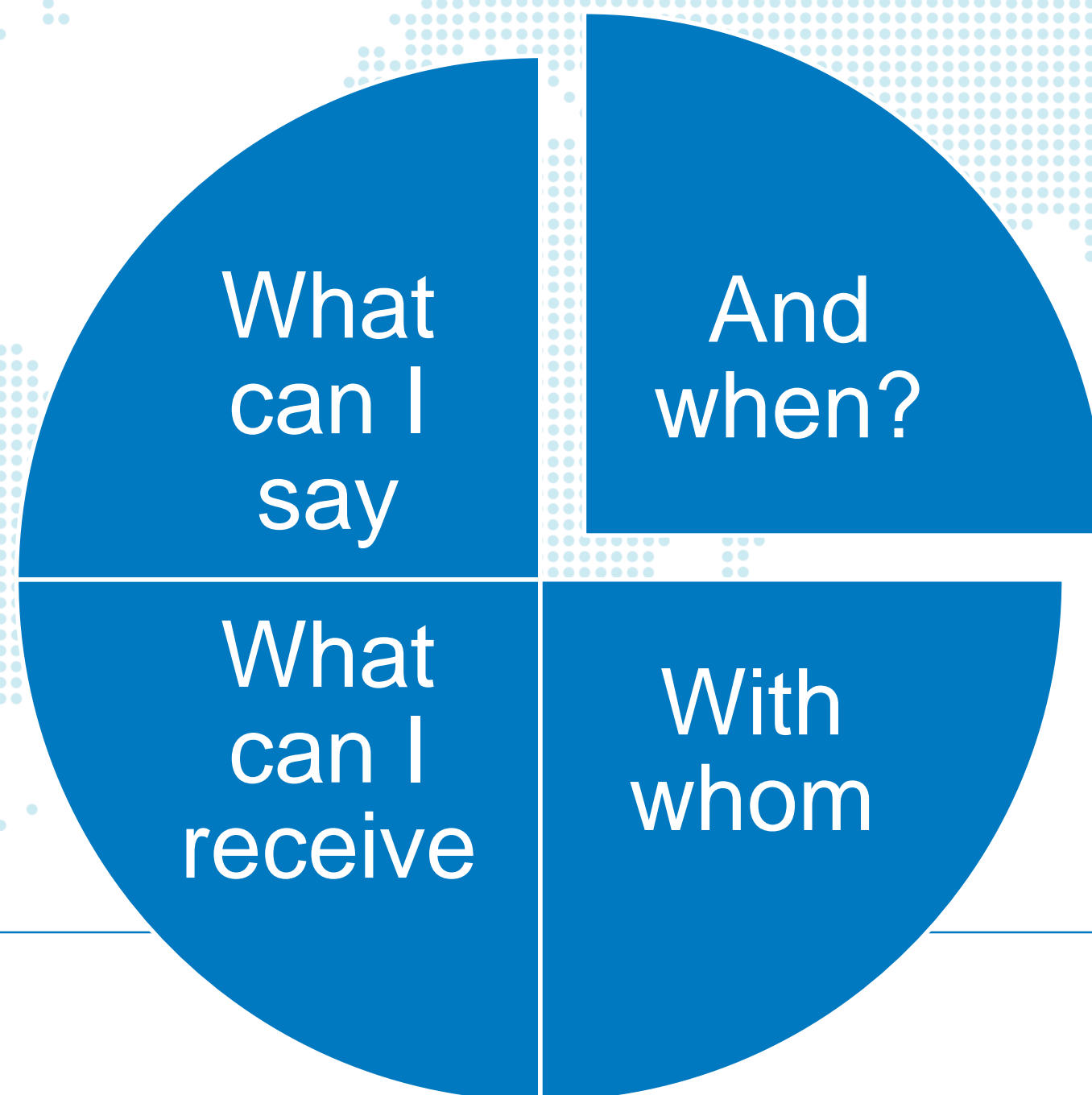
Challenges

Rights Holders

- Limited global representation
- Limited knowledge of Customs work
- Time constraints
- Expensive procedures
- Storage and destruction costs
- Multitude of technical solutions and systems
- Small consignments

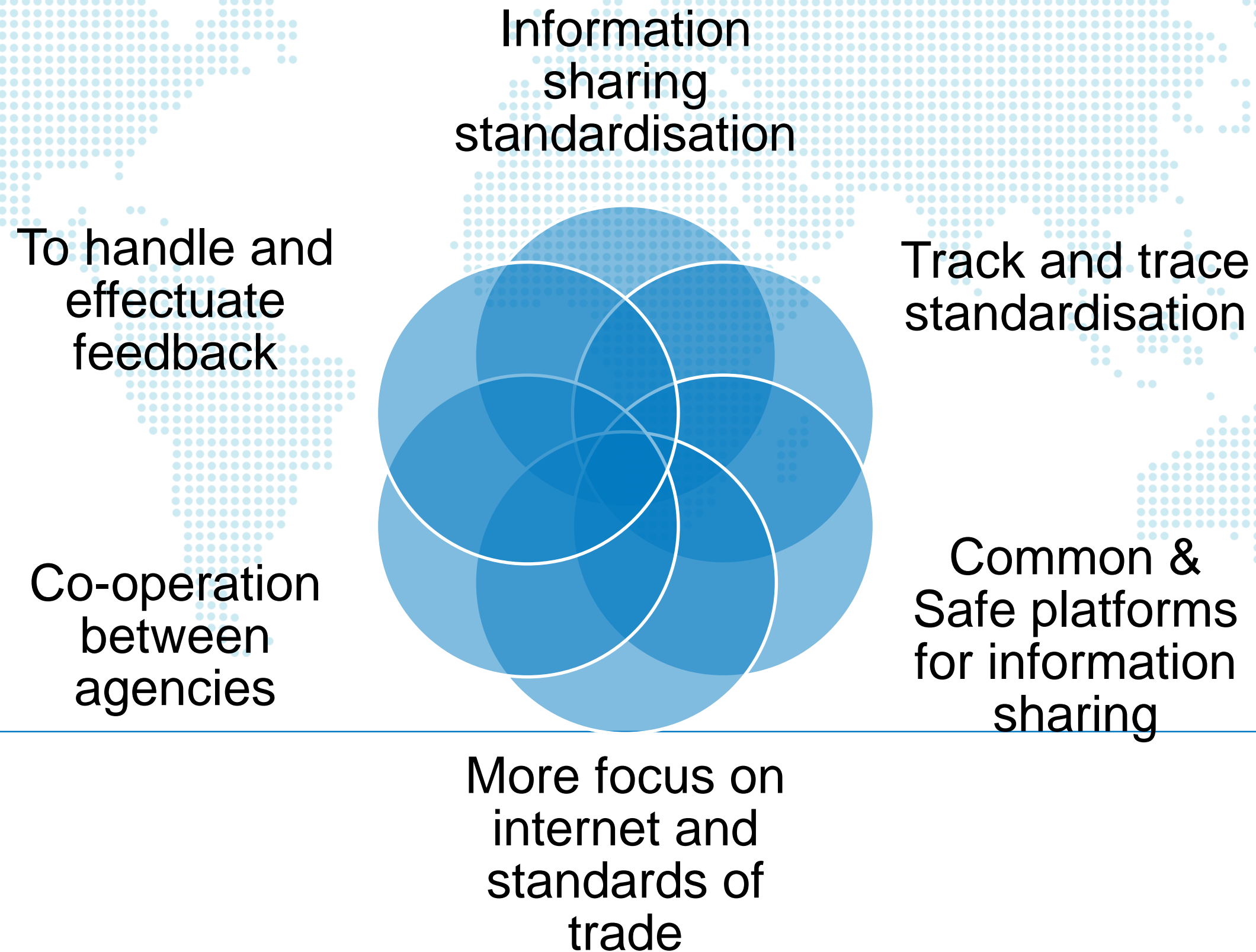


Spanning the divide





On the trace of a solution





Stumble blocks

National
differences

International
differences

Keeping it
technically
up to date

Keeping it
up with
latest
trafficking
trends



THANK YOU!

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