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(CNAC)

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The Global Counterfeit Challenge (1)

Mister President,
Mister Minister,
Ladies and gentlemen

I am very glad to be with you today for this 24th Tax Free World exhibition.

The theme of TFWA World Exhibition this year is “Brand the World: Challenge the Future”.

And counterfeiting is one of the most serious plague and challenge for the future of our economy and our model of democratic and liberal society.

Indeed, counterfeiting destroys innovation and creativity, whereas the protection of the intellectual property is one of the key factors for the development of our companies, for the creation of values and jobs.

So YES, the fight against counterfeiting is a huge challenge for the competitiveness of our economy and the promotion of innovation.

As you may know, I have closely worked during all my life with worldwide brands (first at Procter and Gamble, then being at the head of the Havas Group and DDB Worldwide, the number one advertising agency in the world and then managing Paris Saint Germain soccer team and now as the Mayor of Cannes which is a copyright brand as well!) From my experience, I perfectly know how tough, how long and how expensive is the way to be successful in building a brand, and, however, how fragile a brand always remains.



Counterfeiting causes the loss of trust from the consumer, and the loss of guarantee towards the quality of the brand. Counterfeiting attacks the heart of our cultural values and even our "art de vivre".

Moreover, counterfeiting does not only concern only luxury goods anymore, but now concerns almost every product, from toys, clothes, medicines, food, electric appliances....

In a few years, counterfeiting became an industrial and global phenomenon. International webs, often linked with organized crimes, terrorists organizations and drugs, have been identified. Counterfeiting deliberately flout working laws, fiscal laws, sanitary and security laws and obviously, the principles of sustainable development. Therefore, the fight against counterfeiting is above all about the health and safety of the consumers.

Finally, the development of the internet and the new technologies, especially the business on line, enabled the increase of counterfeiting, called "cyber counterfeiting", which would represent, according to the International Business Chamber a \$ 25 billion market per year.

THEREFORE, because the TFWA, as a global association of premium and luxury brands, and because all of us, as consumers, are concerned by counterfeiting, the fight against that plague is THE CHALLENGE of our future.

In this respect, the duty free and travel retail industry should be an example for us, because it proves that this challenge, this dream, is possible. Actually, today, more and more people would rather buy brands in duty free stores, because they know that they can count on the total integrity of the duty free and travel retail industry. So yes, I am glad to be here at this TFWA exhibition, because you are a wonderful showcase for brands.

Because promoting the brands has always been a part of my life, fighting against counterfeiting has been like obvious, no matter the scale of the task.

That's why in 2003, on request of Nicolas Sarkozy, Ministry of State for the economy at this time, I accepted to preside over the "CNAC", the National Anti-Counterfeiting Committee...

The CNAC has basically 4 key missions: Firstly, it aims to increase industrials and public awareness of the dangers of counterfeiting. Secondly, the CNAC studies the counterfeiting issues from a European

and an international point of view. Thirdly, the CNAC reports the actions lead against counterfeiting in France and foreign, in order to propose improvement to the existing system. Finally, The CNAC tries to strengthen cooperative actions at the European and international levels, by targeting in priority, the biggest producers of counterfeiting goods.

Thanks to its flexibility, and “pro-activity”, the French CNAC became a real model for other countries around the Mediterranean sea. Today we can count with 9 CNACs: France, Italy, Spain, Portugal, Romania, Bulgaria, Morocco, Tunisia, Turkey, which are all gathered together here today in Cannes for an international summit meeting, on the occasion of the TFWA congress. And I wanted to thank them very much to be there today with us !

INDEED, For the first time ever, I am delighted that TFWA be the partner of an international round table involving representatives of these nine European and Mediterranean countries on the challenge of counterfeiting.

Because the Duty Free and travel retail industries are the most secure retail channel in the world and because the procedures surrounding it are exemplary.

Because Duty Free and travel retail industries are the first ambassadors of the brands.

Because duty free and travel retails industries are an incredible vector to create awareness among the public...

We, representatives of these 9 countries, are glad to call upon TFWA to intensify cooperation levels and unite to combat of through this major world issue.

Therefore, along with the TFWA, the French Government, here represented by Minister Luc Chatel, and the representatives of the national anti-counterfeiting coalitions are about to launch a key intergovernmental initiative to combat counterfeiting, which will be concretized by the signature of the ‘Declaration of Cannes’. This new international anti counterfeiting initiative will form a cornerstone of the international fight against counterfeiting;

>>> In regard with the threats posed by counterfeiting, the signers of the declaration of Cannes, declare that they will:

- maintain and strengthen domestic coordination in the fight against counterfeiting both between government authorities and

- between private and public entities ;
- maintain a high level of consumer awareness and enforcement in the fight against counterfeiting ;
 - in their best effort, impose sanctions against infringements of intellectual property rights, and in particular criminalize the sale or incitation to sale counterfeits including jail sanctions ;
 - implement effective mechanisms to fight counterfeiting and piracy on the Internet ;
 - intensify the fight against counterfeiting related to tourism, develop awareness actions in tourist areas on an on-going basis and support the adoption of the "Code of Ethics" project of the World Tourism Organization ;
 - develop awareness for organizers, exhibitors and visitors of trade shows, increase information of intellectual property rights holders and plan on strong enforcement on trade shows venues ;
 - strengthen their cooperation through exchange of information ;
 - meet at least once a year in order to assess improvements made.

In conclusion, I wish you an excellent 24th edition of the TFWA World Exhibition , one which matches the quality of last year's event, which fully demonstrate your know-how and products, and never forget you should DREAM more, DARE more, DO more, in order to challenge the future !