

# Duty Free: Trusted, Transparent, Secure

A global industry campaign against counterfeiting, intellectual property theft and illicit trade.



*Trusted for over 75 years*



# Campaign Partners



The **Duty Free World Council (DFWC)** is the global voice for the duty free and travel retail Industry.

**The industry's regional associations** from around the globe have come together to form the DFWC in order to highlight the importance of the duty free and travel retail industry in generating significant levels of employment and in providing vital revenues for the aviation, travel and tourism and maritime sectors.

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**Tax Free World Association (TFWA)** is an association of brands and member of DFWC, whose mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper. TFWA is a non-profit organisation comprising 520 companies, including some of the world's best-known brands and suppliers of premium goods.

# A global challenge requiring a global approach

Counterfeiting, intellectual property theft and illicit trade causes economic damage to the entire travel retail industry through lost sales opportunities

- Luxury Goods
- Alcohol
- Perfume & cosmetics
- Tobacco
- Food & beverage

## Luxury brands lose \$30.3 billion due to online counterfeiting in 2017

The Global Brand Counterfeiting Report 2018 was published on Monday, revealing a growing problem in the luxury industry, where online sales of fake goods accounted for 31% of total counterfeiting-related losses in 2017.



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## *A global industry campaign to:*

- ✓ Amplify our existing credentials as an authentic and trusted industry with strong anti-counterfeiting, anti-intellectual property theft and anti-illicit trade credentials and a robust and secure supply chain
- ✓ Demonstrate our commitment to fighting counterfeiting, intellectual property theft and illicit trade around the world



# A simple campaign message



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1

Counterfeiting, intellectual property theft and illicit trade is a global problem which impacts all of society, including the duty- and tax-free industry which loses millions every year in lost sales opportunities as a result of these criminal activities.

2

Our industry has one of the most secure and transparent supply chains in the world. Duty- and tax-free retailers worldwide stand shoulder to shoulder with our brand-owner colleagues, and those on the front line in the fight against these crimes.

3

As an industry, our retailers and suppliers have a zero tolerance approach to counterfeiting, intellectual property theft and illicit trade.

We call upon governments around the world to do more to tackle this growing problem and to collaborate with our industry against this threat.



# How does *Duty free*: *Trusted, Transparent, Secure* work?



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- ✓ Direct cooperation with industry and allies in the fight against counterfeiting, intellectual property theft and illicit trade



## **Duty Free: Trusted, Transparent, Secure**

A global campaign against illicit trade, counterfeit goods and intellectual property theft, communicating with international organisations, the public sector and government bodies.

DF:TTS will highlight the industry's stance against, and dangers of, illicit trade, counterfeit goods and intellectual property theft, and urge governments to do more.

- ✓ An online presence to promote and defend our industry and educate the public



## **Duty Free Facts**

An online research portal containing a curation of historical and current industry reports, articles and published research about the duty free industry.

[www.dutyfreefacts.info](http://www.dutyfreefacts.info)





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