

# Duty Free: Trusted, Transparent, Secure

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



*Trusted for over 75 years*



# Campaign Partners



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**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.



**Tax Free World Association (TFWA)**, a member of the DFWC, is an association of brands, 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 problem requiring a global approach

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

- Luxury Goods
- Alcohol
- Perfume & Cosmetics
- Tobacco
- Confectionery & Fine Food



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## 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.



It is estimated the global economic value of counterfeiting and piracy in 2022 could reach \$2.3 trillion

# Some criminals claim their counterfeit products are from the Travel Retail channel to make them appear legitimate



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sky news

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## Counterfeit goods worth record £87m found as police raid shipping containers in Manchester

It took 14 days for police and partner agencies to deal with all the fake gear - and work's now under way to trace its origin and arrest those responsible.

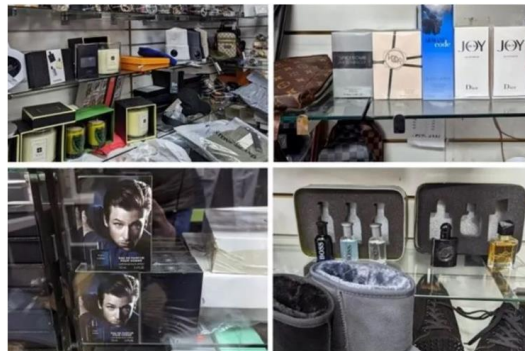
News Greater Manchester News

### Dangerous fake perfumes which may contain harmful chemicals and urine seized in Counterfeit Street

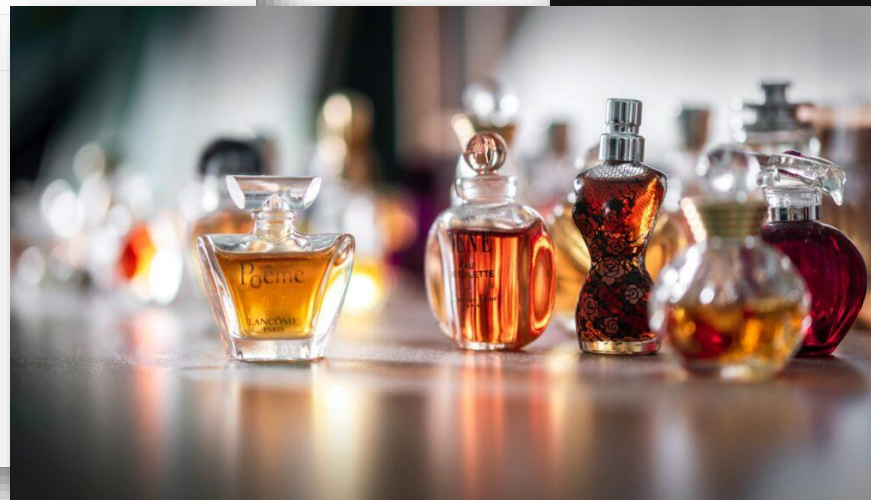
"These products are often untested and unregulated"

By Neal Keeling Chief reporter  
11:27, 16 DEC 2022 | UPDATED 12:26, 16 DEC 2022

Bookmark



Fake perfumes seized by police in Cheetham Hill this week.



# Taking a public stance to demonstrate our industry's integrity



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**Counterfeiting, intellectual property theft and illicit trade is a global problem impacting all of society.**

The duty free industry loses millions every year in lost sales opportunities as a result of these criminal activities.

We want to see it stamped out for good. Every dollar lost to illicit trade is a dollar unable to be earned by law-abiding businesses. A strong stance against illicit trade will unlock growth opportunities for our industry.

The duty free industry is calling upon governments to do more to solve this global problem. We want to establish effective working partnerships with other industries, key agencies and intergovernmental organisations to continue to tackle illicit trade in all its forms.

## If we don't:

- **Criminality, enablers of organised crime and terrorism, and other black market activity grows.**
- **Our businesses suffer – both economically and reputationally.**
- **NGOs and commentators attempt to associate duty free with things that it is not – such as free zones and deliberately mislabelled counterfeit products**
- **We become targets for unnecessary regulatory intervention, and unfair attacks.**

# The Duty Free label is fraudulently misused by criminals to make illegal products appear authentic



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## Illicit /counterfeit tobacco

Products illegally manufactured and sold by a party other than the original trademark or copyright owner.

## Illicit whites

Legitimately manufactured tobacco products transported to another market and knowingly sold without relevant duty paid.



# Duty Free – Trusted, Transparent, Secure

## A global industry campaign to:

- ✓ Amplify our existing position 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



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# Publicly declaring our stance against illicit trade



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- ✓ An industry statement reaffirming our zero-tolerance approach to illicit trade, and a commitment by retailers and suppliers to do business with companies with clear anti-illicit trade policies in place.



- ✓ An extension of the UN Global Compact, and an expression of the industry's rejection of all forms of criminality.



- ✓ Launched July 2023
- ✓ 13 retailer signatories and growing.



We need your support to grow the declaration and demonstrate our industry's **zero-tolerance** approach to illicit trade.



# DFWC / TFWA Anti-illicit trade declaration



The declaration has  
launched with the  
support of major  
international  
associations and  
retailers.



# DFWC / TFWA Anti-illicit trade declaration



**We also welcome a growing number of brands.**

The declaration is growing in strength, but we need your support to ensure its success, and to demonstrate our industry's commitment to combatting illicit trade, counterfeiting and intellectual property theft



# What's next for the declaration?



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**Continue to grow the declaration through further retailer, supplier and supporter signatories**

**Support its incorporation in company ESG strategies and plans**

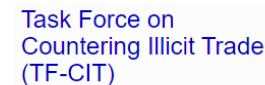
**Ongoing engagement with key regulatory and enforcement agencies, thought leaders and like-minded organisations**



**Global Illicit Trade Summit**  
Under the lens



20th Task Group Cigarettes Conference:  
International Efforts to Fight Cigarette  
Smuggling



# Thank you



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