



# World Customs Organization

Benoit Goyens – IPM Project Manager

**IPM as a tool against counterfeiting**

**An introduction to the activities of the global customs authorities**





# Background



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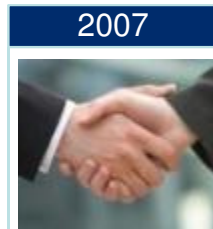
- GS1 has a long-time working relationship with the WCO since both organisations are committed to enabling a secure, efficient global supply chain
- In 2007, a MoU between GS1 and WCO was signed in recognition of the wide range of business interest shared by our organisations.



2005  
Unique  
Consignment  
Reference (UCR)



2005 - 2006  
SSCC as  
UCR Pilot  
Project



2007  
Memorandum of  
Understanding  
(MoU)



2006 - 2009  
EPCglobal  
pilot  
initiatives



2010  
Global  
Shipment  
Identification  
Number  
(GSIN)



TODAY  
Cooperation  
Agreement on  
Anti-  
counterfeiting



# The role of the WCO



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- The role of Customs administrations and the WCO

**179**

National Customs  
Administrations (Members)

## COOPERATION

To strengthen operational cooperation  
between Customs administrations and the  
private sector

**70%**

of worldwide seizures and

**90%**

of European seizures

## MODERN AND EFFICIENT

Providing and maintaining high-quality, user-  
friendly tools developed using our in-house  
expertise and freely available to all of our  
Member administrations





# WCO's Action Plan to combat counterfeiting



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Strengthening and enhancing cooperation between Customs administrations and the private sector:

- I. To **increase interception operations** at a global level by bringing together Right Holders and Customs officers
  
- II. To provide Right Holders with a **tool for communicating with Customs officers on the ground** throughout the **world**





# I. Operations



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- Focus on targeting and risk analysis techniques across an entire region
- Objective of 5 operations per year



- Carried out in two distinct phases: training and actual field work
- Foster cooperation between Customs and the private sector





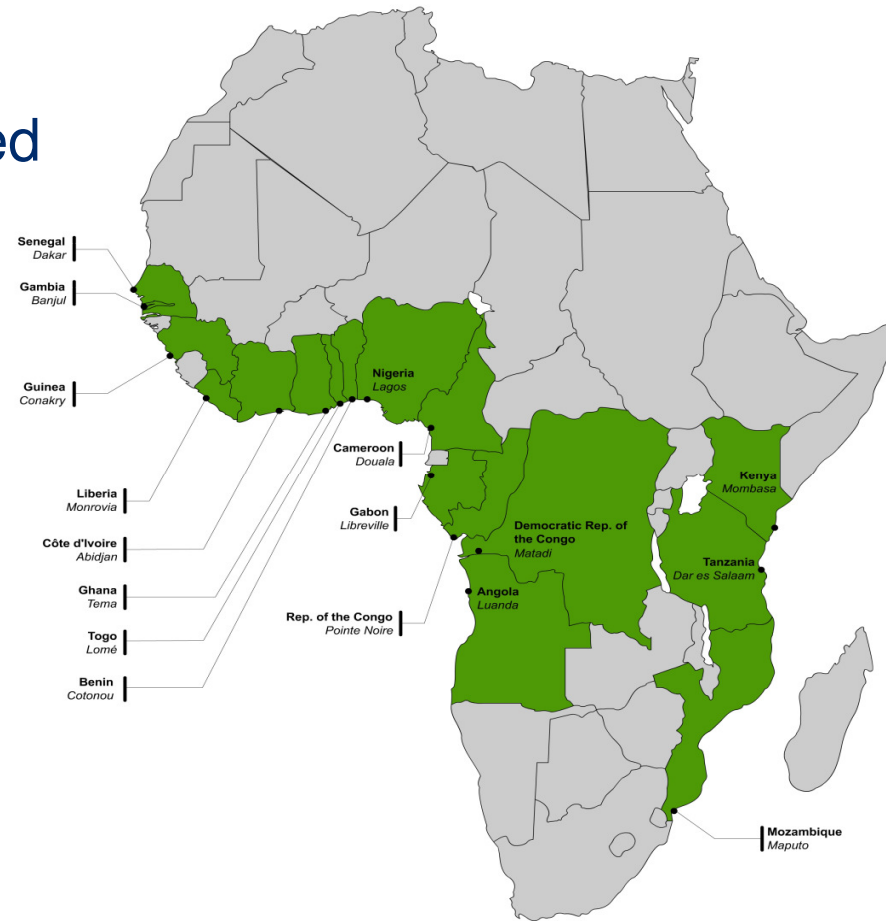
# Operation VICE GRIPS II

11 – 20 July 2012



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- 16 countries
- 500+ Customs officers involved
- 40 right holders
- 104 million counterfeit goods discovered including
- 82 million pharmaceuticals



**70x fold increase  
using IPM**

1,5m

105m

Vice Grips I    Vice Grips II



# Operation BIYELA

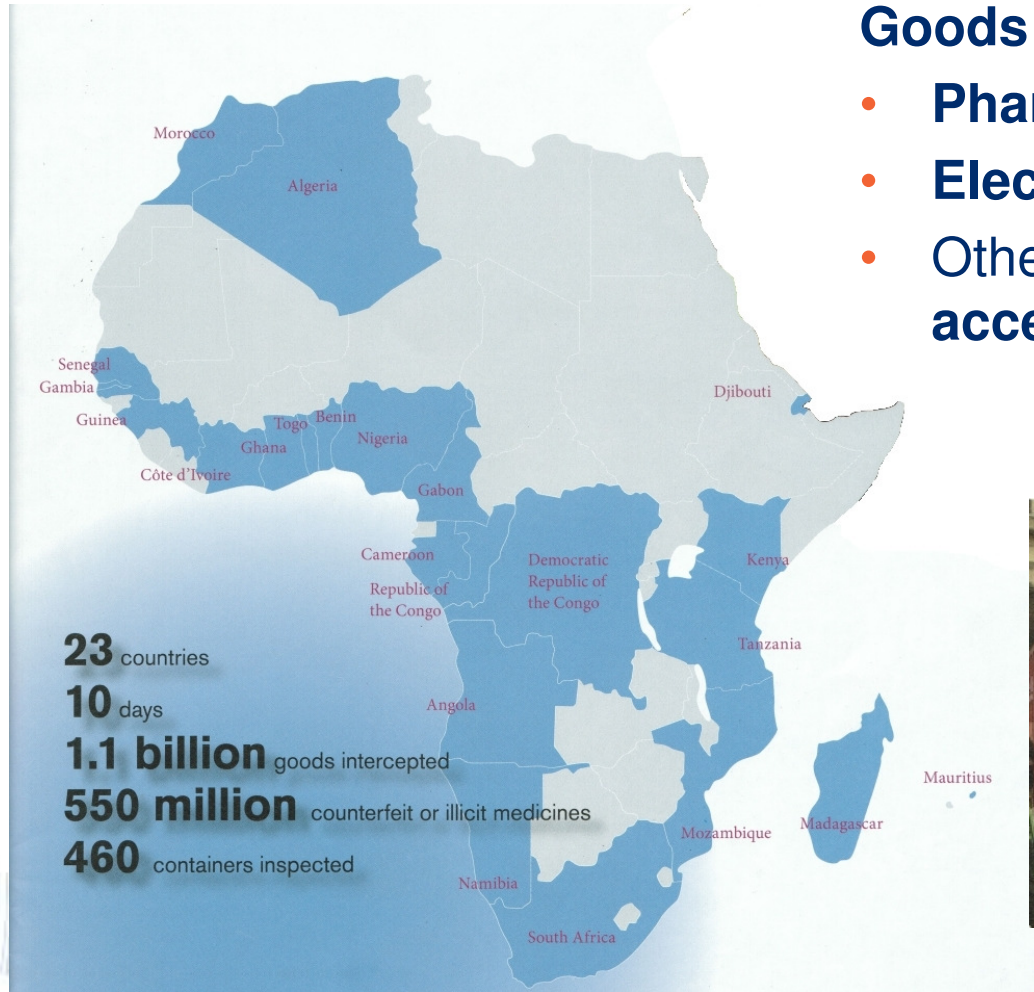
April 2013



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## Goods intercepted

- **Pharmaceuticals** (550 million)
- **Electronic Appliances** (460 million)
- **Other: cigarettes, foodstuff, accessories** (90 million)





# The IPM tool



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- IPM (Interface Public-Members)  
The WCO's global anti-counterfeiting database
  - Identification of counterfeit goods based on information provided by Right Holders to Customs Officers
  - A database of product information (photos, packaging, routes, contacts, etc.) provided by Right Holders







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# The IPM Tool

Plan Case

General Information    Genuine/Fake    Packaging    Routes    Contacts    Previous Cases

Language : English (EN)

Serial	Date	Location	Quantity
1		Lome (TG)	

**CASE DETAILS**

(TG)

colourfull pills found in Lome  
lk



Info:  
Operandi  
neighbor





# IPM – 63 member countries



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America	
Argentina	Jamaica
Bahamas	Panama
Chile	Peru
Dominican Republic	United States
Costa Rica	Uruguay

Europe	
Albania	Italy
Armenia	Macedonia
Belgium	Montenegro
France	Netherlands
Georgia	Serbia
Hungary	Turkey
Iceland	Ukraine
Ireland	United Kingdom

CIS
Russia

Asia, Australia & Pacific Islands	
Australia	Mongolia
Cambodia	Philippines
Hong Kong	Seychelles
Japan	Thailand
Korea ( Rep. of)	Tonga
Macau, China	Vietnam
Malaysia	

West & Central Africa	
Cameroon	Guinea
Cape Verde	Liberia
Central African Republic	Senegal
Dem. Rep. of the Congo	Togo
Congo	

East & South Africa	
Angola	Mozambique
Djibouti	South Africa
Kenya	Tanzania
Madagascar	Uganda
Mauritius	

North of Africa, Near and Middle East
Egypt
Israel
Morocco
Tunisia
United Arab Emirates

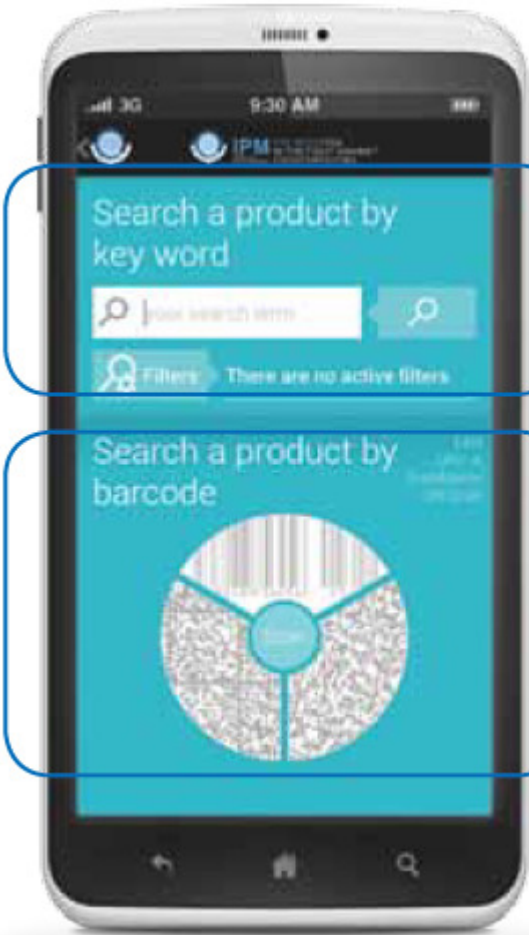


# IPM - New version for smartphones



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GS1 Barcode standards help Customs Officers to access authentication data seamlessly



The product can be searched by entering keywords manually...



... or can be searched **by scanning GS1 barcode** to benefit from :

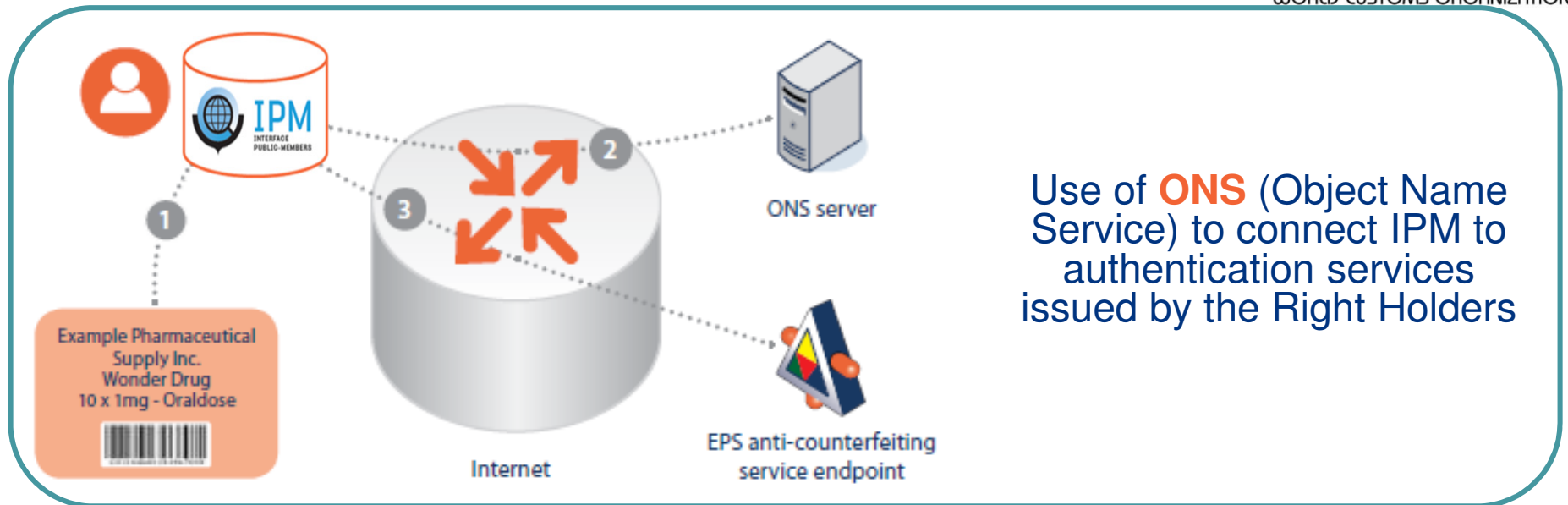
- ✓ A universal pointer to access product data thanks to **GTIN** (Global Trade Item Number)
- ✓ Company related information available to 2 million registered businesses in 150 countries thanks to **GEPiR** (Global Electronic Party Information Registry)



# IPM - New version for smartphones

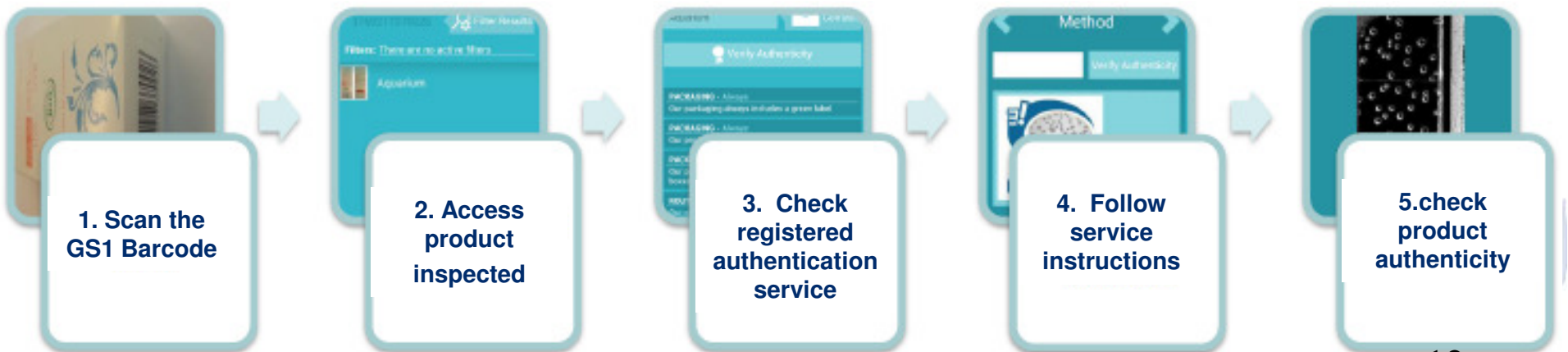


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Use of **ONS** (Object Name Service) to connect IPM to authentication services issued by the Right Holders

## Scenario:







# IPM – new version features



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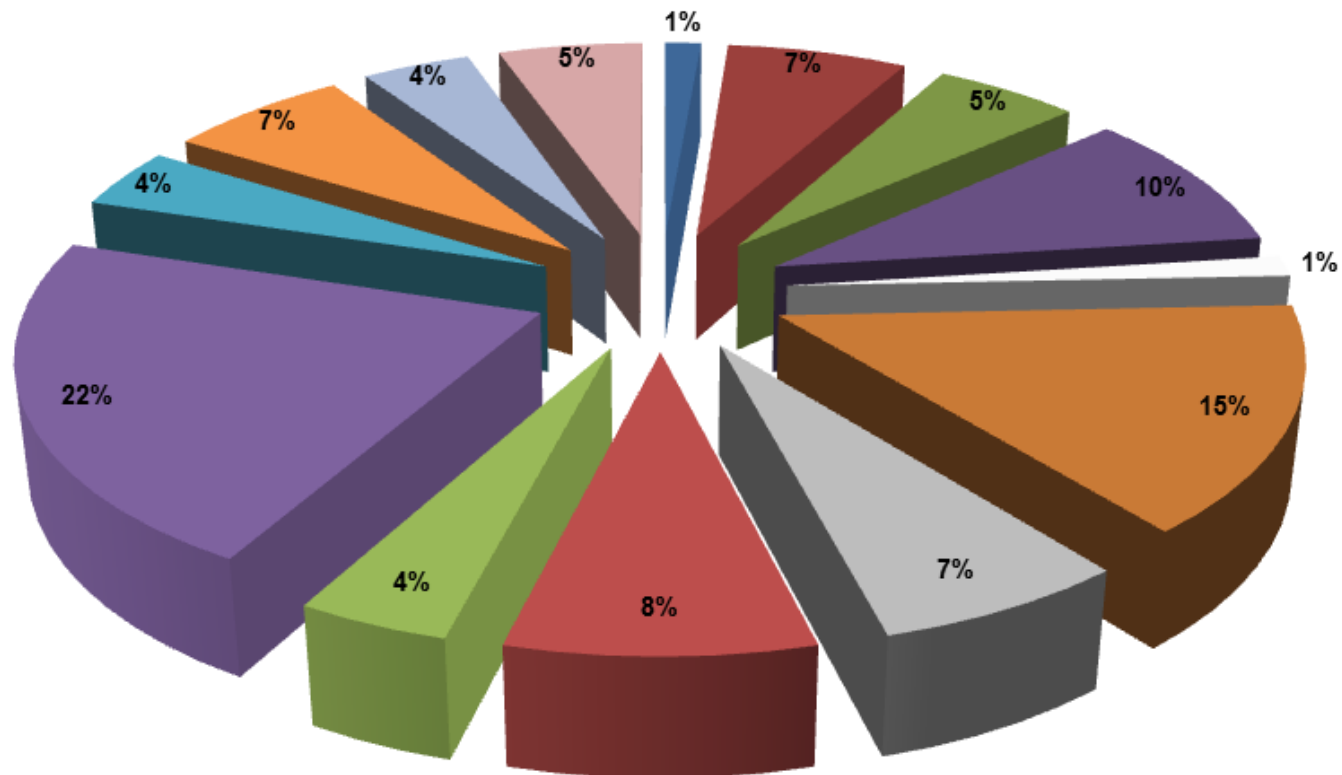
# IPM Members per Industry



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Over 75 Right Holders – representing more than 600 brands

- Audiovisual
- Automotive
- Beverages
- Electronic
- Cosmetics
- Fashion
- FMCG
- Other
- Pesticides
- Pharmaceutical
- Software
- Sports Industry
- Tobacco
- Watches





## Some Pharma members involved in IPM



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- AstraZeneca
- Astellas
- Amgen
- Boehringer Ingelheim (shortly)
- Ely Lilly
- Galderma
- J&J
- Merck KG
- Merck USA
- Novartis
- Pfizer
- Roche
- Sanofi
- Servier
- Takeda





# IPM Membership



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## Right Holders' Membership includes:

- Invitation to all operations implemented by the WCO
  - Training to 10-20 participating countries' customs administrations
  - Final operation report
- Access to the IPM communication tool
  - Unlimited number of users and products
  - Training on IPM
  - Re-use data loaded on IPM for training sessions
  - Clicks per customs administrations on brands and products

Contribution range from € 2K to €10K max. per year

According to annual revenue & membership duration







## Contact Details

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