

“Anti-Counterfeiting Measures”

Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits

Coordination with industry groups

(Sakura)

Coordination with various groups is necessary to increase the effectiveness of your anti-counterfeiting measures.

(Eddy)

What kind of groups do you mean?

(Sakura)

In Japan you should coordinate with other members of your industry group.

(Narrator)

In Japan non-profit organizations were set up with the main objective of promoting the growth of the industry as a whole. These provided a place where people in the same industry could exchange information on how they are being damaged by counterfeit goods and on methods to eliminate counterfeiting. The result was that groups from the auto, electrical, electronics, machinery and other industries formed initiatives to take aggressive group action to eliminate counterfeits. Companies suffering from counterfeits, in addition to their own anti-counterfeiting activities, also took part in these activities as members of their industry group. For these companies, coordinated action resulted in increasing the effectiveness and lowering the cost of eliminating counterfeit goods.

(Eddy)

Can you coordinate with anyone else besides your industry group?

(Sakura)

Yes, of course. If a company is expanding abroad, there are cross-industry groups for various countries and regions.

(Narrator)

At first, corporate headquarters in Japan managed the company's response to the problem of counterfeit goods. This developed into a more proactive approach where training sessions about counterfeiting are given overseas by either expatriate staff with local experience of counterfeit damage, or by IP specialists dispatched from headquarters to overseas branches.

(Narrator)

Intellectual Property Group Offices have been set up in China, South Korea, Thailand and India, etc to promote proactive anti-counterfeiting measures through activities such as seminars and information exchanges.

An IP network has also been set up for the Southeast Asia region. It serves as a forum for companies under threat from counterfeit goods as well as companies suffering actual damage, to obtain information on how to implement anti-counterfeiting measures.

(Narrator)

In Japan industry group activities contribute to lowering the cost and increasing the effectiveness of measures to eliminate counterfeit goods, but unless there is strengthened enforcement by government agencies and increased penalties in the countries and regions where they are operating, the number of consumers falling victim to counterfeiting will not fall.

(Narrator)

The International Intellectual Property Protection Forum was established in response to calls for a cross-industry platform where companies can coordinate and collaborate with the Japanese government with the aim of eliminating counterfeit goods.

(Narrator)

This chart outlines the system of multi-layered coordination. Anti-counterfeiting activities cannot be limited to one country or region; they must be coordinated throughout a wide area. This cannot be done without obtaining information on the different situations in each country or region, and this requires a multi-layered approach.