

# INDICAM



Istituto di Centromarca  
per la lotta alla contraffazione

Company Profile

[www.indicam.it](http://www.indicam.it)

Our vision is to establish a system which is capable of incorporating the needs of companies, consumers and institutions. It is essential for our country and Italian manufactures not to witness the tremendous attack against the excellence industries passively.

Mario Peserico, President

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## THE ASSOCIATION

Since 1987 INDICAM has been fighting against counterfeiting, for the protection of intellectual property rights (IPR).

The Association aims at promoting, organizing and putting in place any initiative which tends to avoid IP rights and products' counterfeiting, including developing and spreading technologies designed to prevent any counterfeiting activity, and, to grant authenticity certificates as well as security for buyers. The goal is also the research, the study and the definition of IPR violations in consumer sectors (art. 2 – INDICAM Statute).

## MISSION

Through the study and the detailed analysis of the dangers linked to IP illicit and infringements, the Association, intends to identify trends, solutions and the most efficient and innovative techniques to raise awareness and to increase the protection of IP rights.

INDICAM works as a connection point between industry and law, presenting itself in front of institutions, enforcement, companies or consumers as a privileged observatory on all the topics concerning brands.

During the years the Association has developed a broad know-how, which nowadays allows it to be one of the most accredited stakeholders of the sector, also on an international level.

## OUR MEMBERS

INDICAM represents today more than 150 companies, associations, professional firms, organizations, all engaged in the protection of IP rights.

Groups members are divided into:

- **COMPANIES** - Industrial or commercial businesses; IP rights owners or users
- **ASSOCIATIONS** - Business associations of every sector, engaged in the research in every field: micro and macroeconomic, legal, social and technological
- **TECHNOLOGIES**- Producers and distributors of anti-counterfeiting systems and technologies, businesses and professionals specialised in technologies against online IP infringements
- **PROFESSIONAL CONSULTING AND LAW FIRMS** - Consultancy businesses, professionals, legal and patent firms, operating in the intellectual property's area
- **PRIVATE INVESTIGATIVE SERVICES**- businesses and professionals specialised in investigation and logistics services against counterfeiting

## BRANDS

INDICAM counts among its members some of the most famous brands belonging to various sectors on both national and international level : fashion, interior design, accessories, eyewear, watches, shoes, home appliances, automotive, electrical, art, food and beverage, tobacco, personal care



## ECONOMICAL AND SOCIAL CONTEXT

Evaluating the business of counterfeiting has been and always will be a difficult task.

It is indeed a market which operates outside the legal commercial logics: it does not draw up any financial reports, it does not pay any taxes, and it does not provide any data on the enormous profits it generates.

Probably the evaluations are even too cautious: the direct damages, the impoverishment of businesses which work hard on innovation, the decrease of employment and the social and health harm caused by counterfeiting are just some of the aspects which are raising the stake.

The most accurate overviews describe a business 461 BLN Euros worth per year, representing 2.5% of the goods traded globally. In Europe, 5% of traded goods is fake, for 85 BLN Euros value per year.

The estimate does not consider the internal consumption of counterfeit products in producing countries, which in some cases are worth lots of money.

SOURCE  
OECD/EUIPO (2016), *Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact*, OECD Publishing, Paris. <http://dx.doi.org/10.1787/9789264252653-en>

Out of this 461 BLN Euros, 6,5 BLN Euros are increasing the profits of criminal organizations.

Recent international studies demonstrate that infiltrations from organized crime are more and more relevant to the production and trade of counterfeit products with a devastating impact on safety and health, creating a real social alarm.

Criminal networks value every kind of product, in order to detect which ones, if counterfeit, can be more profitable and less risky for illicit traffics. It is demonstrated how dangers and damages for the consumer, as for the trading business, are dramatically growing.

#### SOURCES

OECD/EUIPO (2016). *Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact*. OECD. Publishing, Paris. <http://dx.doi.org/10.1787/9789264252653-en>

UNICRI/MISE (2014). *La protezione dei diritti di proprietà intellettuale nell'area euromediterranea: focus sul settore agroalimentare*. <http://www.uibm.gov.it/attachments/Rapporto%20Unicri%20Agroalimentare.pdf>

As to the Italian context, Census/MISE data report that counterfeiting business is worth **10.4 BLN Euros** and causes the loss of 100.000 jobs.

Considering that the revenue shortfall for the State caused by counterfeiting is about 9,6 BLN Euros, the damage for future generations of businesses and workers cannot be calculated, especially in Italy where 44% of the total GDP is generated by industries with a high intensity of IP.

Unfair competition, created by this illicit and criminal market, seriously compromises the Italian economy.

Due to illicit markets Italian brands lose circa 35,1 BLN Euros in the world.

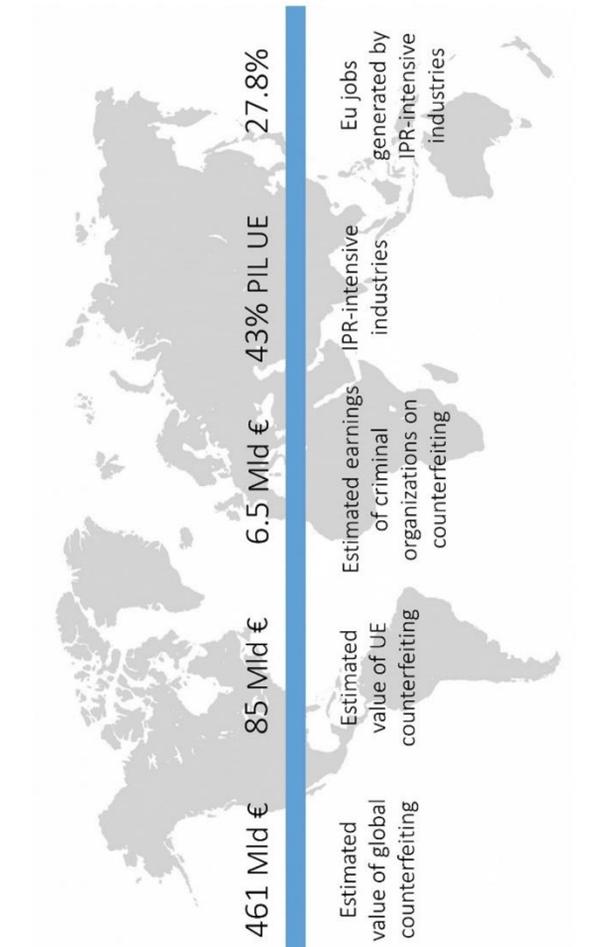
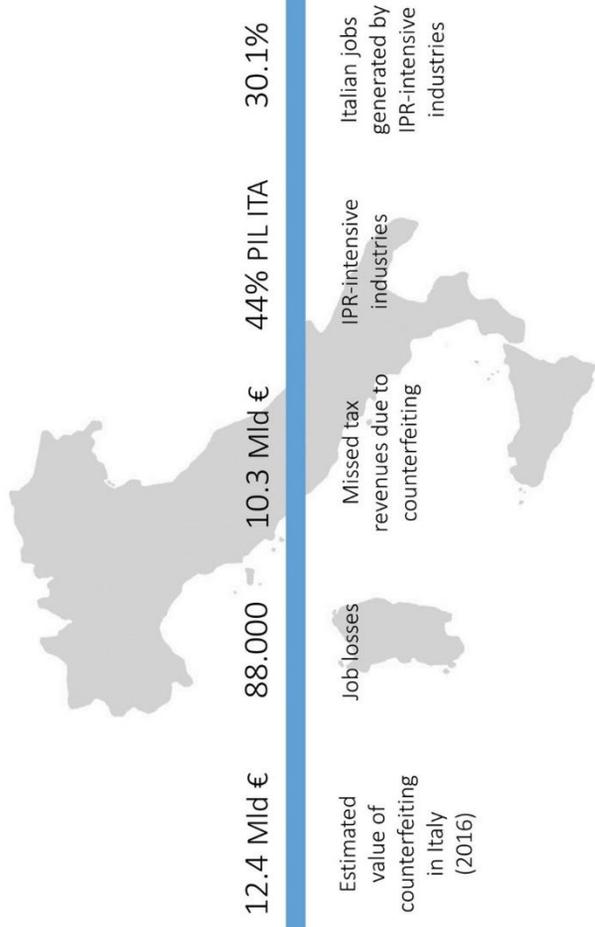
SOURCE

OECD (2018), Il commercio di beni contraffatti e l'economia Italiana: Tutelare la proprietà intellettuale dell'Italia. OECD. Publishing, Paris. [https://www.oecd-ilibrary.org/governance/il-commercio-di-beni-contraffatti-e-l-economia-italiana\\_9789264302655-it](https://www.oecd-ilibrary.org/governance/il-commercio-di-beni-contraffatti-e-l-economia-italiana_9789264302655-it)

Negative values related to counterfeiting are very complex if compared to EU data on the importance of Intellectual Property in the company.

IP is the main engine of the economy for advanced countries . It is the future of new generations, which are more and more stimulated to create.

The transformation from the economy of doing to the economy of creating determines the growing importance of intellectual works, which constitute the Intellectual and Industrial Property. All this must be protected from the everyday threats which are more and more dangerous not only to those who have to pay the price but also to social systems.



REFERENCES  
 OECD/EUIPO (2016), *Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact*, OECD, Publishing, Paris. [http://dx.doi.org/10.1787/178924626653\\_en](http://dx.doi.org/10.1787/178924626653_en)  
 MISE/CENSIS (2018), *La contraffazione: dimensioni, caratteristiche e approcci normativi*  
 OECD (2018), *Il commercio di beni contraffatti e l'economia italiana. Un'analisi delle proprietà intellettuali dell'olio*, OECD, Publishing, Paris. [https://www.oecd-ilibrary.org/governance/it-commerce-of-counterfeit-goods-789745206553\\_1](https://www.oecd-ilibrary.org/governance/it-commerce-of-counterfeit-goods-789745206553_1)

## WHAT WE DO

INDICAM has the purpose to be a linker of know-how, a source of information and discussion on IP and anti-counterfeiting, by promoting a culture of buying authentic goods.

This aim is carried out by INDICAM's activities, often led in collaboration with different stakeholders which are very important for the efficiency and effectiveness of associative work.

## WORKING GROUPS

INDICAM must be able to gather data, information and cases constituting the "baggage" of its know-how.

Internal working groups are an essential part of this process.

Normally animated by Association members, Working Groups are designated to elaborate positions, guidelines and concrete tools that can be shared in favor of the Association itself.

Working groups currently take care of

**EXHIBITIONS**

**DESTRUCTION OF SEIZED PROPERTY**

**DESIGN**

**LEGAL**

**ONLINE INFRINGEMENTS** (with a focus on specific workshops related to the major online intermediaries on a global level)

## FORMATION

INDICAM conveys its own set of information and best practices to the different actors involved.

Formation to the youngest: entering schools of every level, INDICAM communicates with students to spread IP knowledge as well as its impact on both the current economy and, especially, the future one which will see them as protagonists.

Formation to the workers in the sector: teaching seminars to inform, train and support different business functions (marketing/commercial, legal, press office, etc.) and professionals who want to keep themselves updated on laws and regulations, security techniques and procedures for the development of strategies against counterfeiting, for Italy and not only.

Formation to consumers: interacting with citizens and commercial operators, organising local initiatives to promote IP diffusion and awareness.

## POLICE RELATIONSHIP MANAGEMENT

INDICAM introduces a new opportunity for businesses, members or not.

Based on the agreement made with the General Headquarter of Guardia di Finanza, with the Anti-Fraud Office of Italian Customs and with other local Law Enforcement, the program aims to realise a series of practical formative trainings, with a focus on the current legislation, and to build a unique bridge between businesses and enforcement agencies.

Training is the best moment to directly dialogue with the Law Enforcements on the territory on how to recognise the basic elements of an authentic product from a counterfeit one and, most of all, on how to give more useful information to start more specialised investigation activities.

Formation modules can be fulfilled straight by brands' experts or by INDICAM staff, before training and providing informative material. This system allows even brands with less engaged personnel to have more visibility in front of Police Forces.

## LOBBYING ACTIVITY

The Association works with Institutions as a privileged interlocutor as to expertise, vision and role, being the most representative connecting point between businesses and IP rights.

Institutions are precious speakers with whom INDICAM has been interacting for years, by participating in joint actions, directed to protect the market and the consumer.

The Association responsibly offers Authorities its own know-how, the set of information originating from industry and the sentiment on the subject which is constantly monitored together with consumers Associations.

INDICAM's work progresses in tight synergy with the different relevant Ministries and with the various stakeholders whenever the Association points out projects, opportunities and methods that can be shared together.

## CARTA ITALIA

In 2015 INDICAM signed, thanks to the joint work of the Anti-Counterfeiting General Directorate/Patents and Trademarks Italian Office, a voluntary agreement between rights owners, represented by INDICAM, and e-commerce actors, all gathered in Netcomm Consortium.

It's an agreement open to all the subjects of the productive and distributive supply chain working in Italy, in particular merchants, e-commerce platforms, rights owners, licensee producers and consumers associations

Carta Italia intends to develop best practices to fight online counterfeiting and to offset normative lacks with a greater commitment of everyone who work before products are commercialized online.

## AUTENTICITÀ

An Italian experience which can be translated to the European context, a project dedicated to the creation of an IP friendly culture in the cities.

AUTHENTICITY comes to life thanks to EUIPO's support and in partnership with INDICAM's homologous associations (Unifab in France and Andema in Spain), with the purpose of creating a network Of European cities which committed to raising awareness towards Intellectual Property rights.

If “there's strength in numbers”, connecting to a virtuous net is a good solution to fight illegal market which every day damages economy, industries and consumers.



**AUTENTICITÀ**  
CONNECTING IP CAREFUL CITIES

Supported by:

**EUIPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

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**union des fabricants unifab**  
Fédération française des fabricants de chaussures

**AUTENTICITÀ**

Ciò che è autentico  
**È ETERNO.**  
*Unesco. Istituto contro la contraffazione*  
[www.authenti-city.eu](http://www.authenti-city.eu)

## RESEARCH CENTRE

The Research Centre aims at creating elements which they can be transferred on the market and to the public and private stakeholders of the sector.

The Research Centre, born in 2014, works with the academic world on projects related to psychological, economical and juridical research areas.

The goal is to be able to build a path capable of filling the social, economical and technical blanks still existing in the counterfeiting phenomena.

In order to remain a reference point, INDICAM must innovate at providing data, information, trends, and at the same time at using these indicators as a base for information, training and lobbying actions.

The Research Centre works with the most important Italian universities in order to build this valuable path.

## EVENTS AND MEETINGS

The diffusion of information is a fundamental step to raise both the level in the fight against counterfeiting and the defense barriers.

INDICAM organizes, besides its own annual Forum, other high-level moments of meeting, in order to give its members and the stakeholders the opportunity to stick together, to know the best practices of the sector and to be able to evaluate what is necessary to structure their action at best, interacting directly with the actors involved.

The Association promotes more and more the development of think-tank which could be useful for the rights holders, the stakeholders and the policymakers to improve its know-how regarding IP matters.

## PARTNERSHIP & NETWORKING

Partnerships often lead to joint events in order to mark important milestones in the sector.

Counterfeiting is a trans-national and complex global market. For this reason, INDICAM promotes agreements with national and international partners to share experiences with one other.

Agreements often bring to common guidelines, sharing of documents, studies and resources considered efficient to enhance the protection tools used by right holders.

Businesses, institutions, policymakers, law enforcement: each one of these subjects finds in INDICAM a solid and objective reference point, always open to constructive dialogue.

The Association's role in the relationships with Institutions is practical and committed to offering every type of element which could lead to more effective solutions and to a better diffusion of shared principles.

Councils, Regions and Local Administrations are also fundamental actors as to raising awareness towards intellectual property culture and fight against counterfeiting.

## INTERNATIONAL SCENARIO

INDICAM has a fundamental role in EU Observatory's groups and proposals on Intellectual property's violations. The Observatory is an authority supposed to identify procedures and inquires capable of providing innovative strategies for the market.

The Association is in tight partnership with its European counterparts **Unifab** (France), **Andema** (Spain), **APM** (Germany) and **ACG** (UK) which elaborate joint positions to bring to the attention of national Institutions and EU.

Agreements signed with **WCO** (World Customs Organization) e **IACC** (USA) are the most practical examples of collaborations born to layer the tools industry has at its disposal.

INDICAM is among the founders of the **GACG** (Global anti-counterfeiting group), an international network of more than 20 among the most well known international associations of the sector.

The Association is also a member of AIM (European Brands Association)'s Anti-Counterfeiting Committee.

INDICAM is partner with IISW (INITIATIVE INNOVATIONSKRAFT FÜR SICHERHEIT IN DER WIRTSCHAFT).

## NATIONAL SCENARIO

The Association is a member of the Anti-Counterfeiting National Council **CNAC**).

INDICAM promotes a permanent group of work with the Financial Ministry on topics referred to Payments Providers.

The Association has been nominated as unique consultant on IP by the Parliamentary Commission inquiring counterfeiting and piracy developments events, in the XVII legislature.

INDICAM is a member of the Provincial Observatory Committee on counterfeiting of Turin's Camera di Commercio.

Collaborations with sectorial industrial associative systems (Confindustria, Confindustria Moda, Camera della Moda) allow INDICAM's specific know-how to be available for a large number of business companies.

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CONTACT

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