



# **CAMBODIAN COUNTER COUNTERFEIT COMMITTEE (CCCC)**

**Presented by : Lt. Gen. LIV Sophanarithh  
Director of Secretariat  
Cambodian Counter Counterfeit Committee  
Ministry of Interior**

# BACKGROUND

- ▶ Was established on 31<sup>st</sup> October 2014.
- ▶ Representatives from Inter-ministerial bodies:
  1. Ministry of Interior (CNP, Immigration and Anti-Eco. Crime Police)
  2. Ministry of Justice
  3. Ministry of Public Health
  4. Ministry Commerce (Camcontrol)
  5. Ministry of Economy and Finance (Customs and Excise)
  6. Ministry of Defense (Gendemarie)
  7. Ministry of Industry and handcraft (National Institute of Standard)
  8. Ministry of Tourism
  9. Ministry of Agriculture
  10. Ministry of Information
  11. Ministry of Education, Youth and Sports
- ▶ And has been set up inter-ministerial expert teams from the relevant ministries and institutions.

# Roles and Responsibilities:

- Collaboration – National and International
  - Government and Private
- Investigate
- Crackdown
- Educate
- Capacity building
- Monitoring illegal private medical practices



# GLOBAL VIEWS



"The amount of total counterfeiting globally has reached to **1.2 Trillion USD in 2017** and is bound to reach **1.82 Trillion USD by the year 2020** which includes counterfeiting of all equipment/products from defense equipments to counterfeiting of watches."

"The Global Brand Counterfeiting Report, 2018 estimates that the losses suffered due to online counterfeiting globally has amounted to **323 Billion USD** in the year 2017."

"The estimated losses due to counterfeiting of high end consumer goods amounted to **98 Billion USD** which includes counterfeiting from offline as well as online mediums."

"losses incurred by Luxury Brands because of sale of counterfeiting through internet accounted to **30.3 Billion USD.**"

**(According to : Global Brand Counterfeiting Report, 2018)**

- ▶ New York, Sept. 05, 2019 (GLOBE NEWSWIRE) -- **The rising focus of manufacturers on brand protection to lower the counterfeit is driving the market for the anti-counterfeit packaging market.**

The global anti-counterfeit packaging market is forecast to reach **USD 248.90 Billion by 2026**

# GLOBAL VIEWS



- 2017, Total counterfeiting globally **1.2 Trillion USD = 1,200,000,000,000** US Dollars
- 2020, Total counterfeiting globally **1.82 Trillion USD = 1,820,000,000,000** US Dollars
- 2017, losses due to online counterfeiting globally **323,000,000,000** US Dollars
- 2017, losses for high end consumer goods **98,000,000,000** US Dollars
- 2017, losses incurred by Luxury Brands through internet **30,300,000,000** US Dollars

**(According to : Global Brand Counterfeiting Report, 2018)**

- ▶ Global anti-counterfeit packaging market **248,900,000,000** US Dollars **by 2026,**  
From **100,000,000,000** US dollars in 2018

# MOST COUNTERFEIT PRODUCTS



WEARING APPAREL / ACCESSORIES



CONSUMER ELECTRONICS



FOOTWEAR



WATCHES / JEWELRY



HANDBAGS / WALLETS



PHARMACEUTICALS / PERSONAL CARE



OPTICAL MEDIA



COMPUTERS / ACCESSORIES



LABELS / TAGS

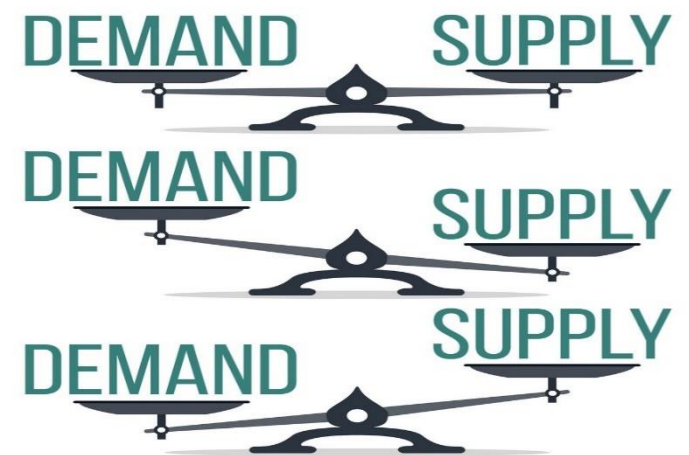


AUTOMOTIVE / AEROSPACE

GENUINE **FAKE** IINE

# Current Situation

- ❖ Information and awareness
  - ❖ Intentional and Unintentional
- ❖ Danger and risk
- ❖ Technology
- ❖ Demand and Supply



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# Current Situation

- ❖ Profit and Society trend
- ❖ Crimes relate to Counterfeit
- ❖ Cooperation: National and International
- ❖ Law and regulation (Amendment)



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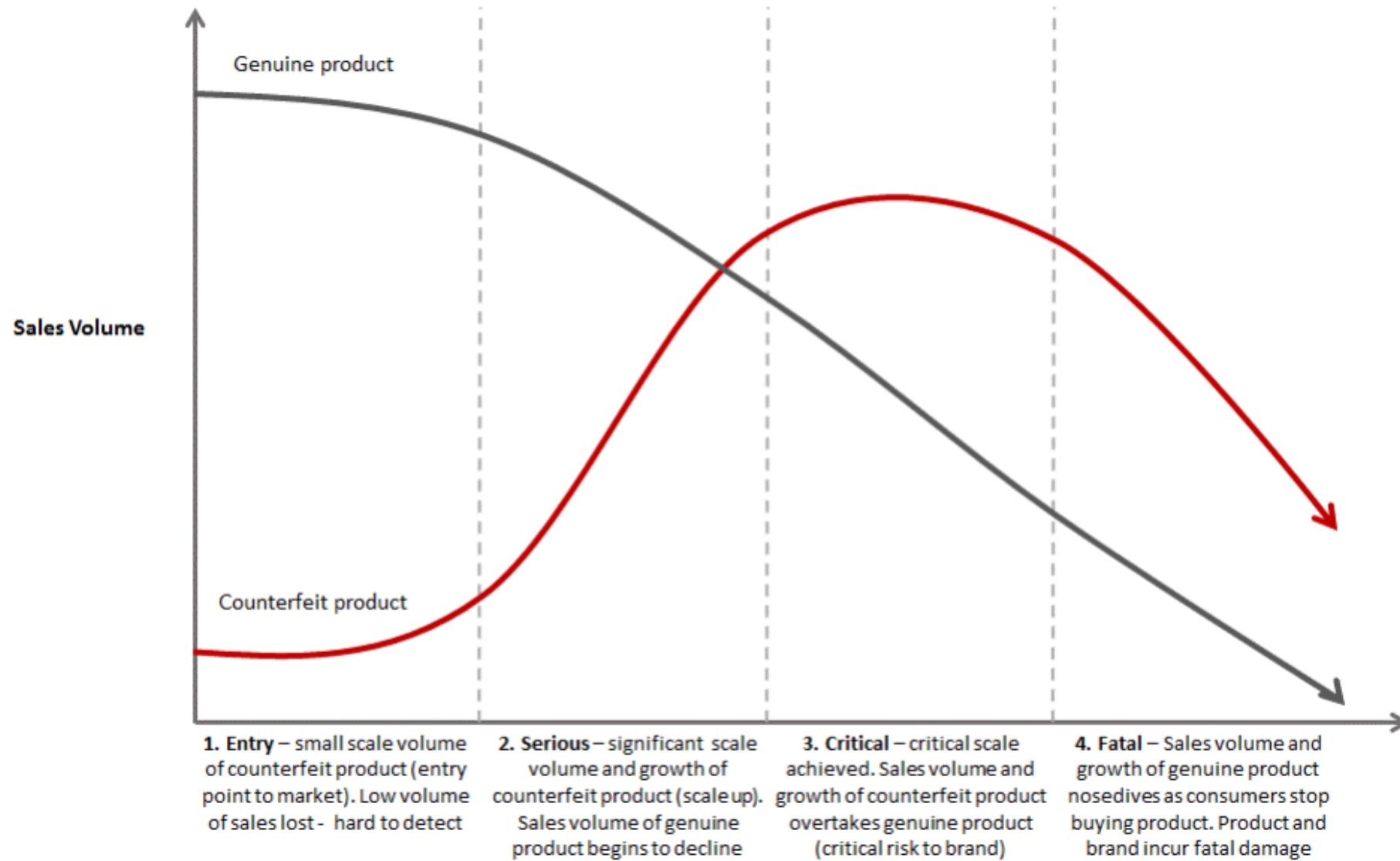
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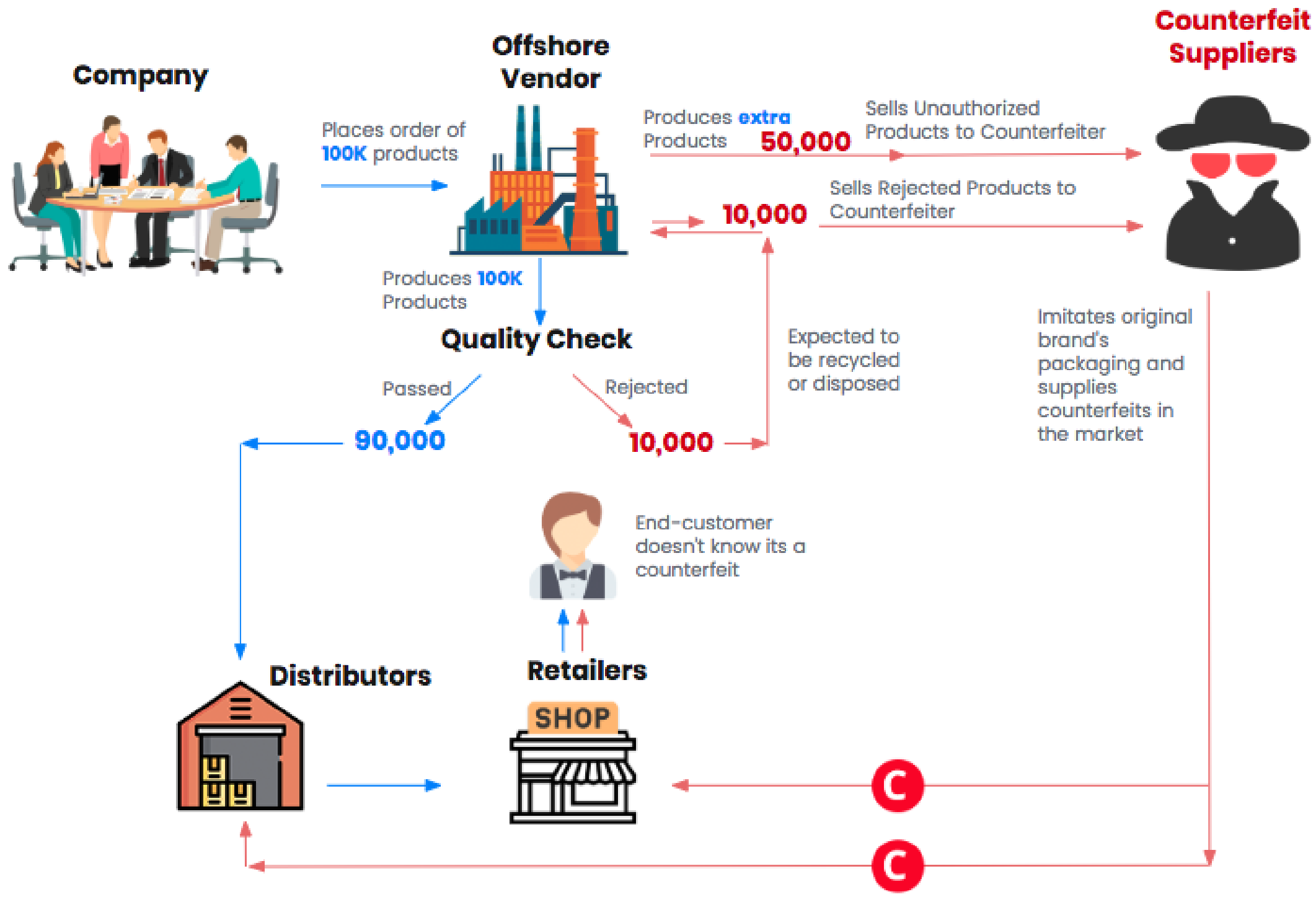


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## The Lifecycle of Counterfeiting

The destructive effects of counterfeiting follows a typical lifecycle over four stages:





# DISADVANTAGES

1. Discourage new inventions
2. Discourage investor and brand owners (more investment is needed)
3. Injustice business environments (unfair business competitive)
4. Risk to public health, safety and confidence
5. Losses of government's tax revenues
6. Affect the social welfare.
7. More expenses needed to investigate and crack down and incinerate counterfeit goods



# SOCIAL MEDIA AND NETWORK

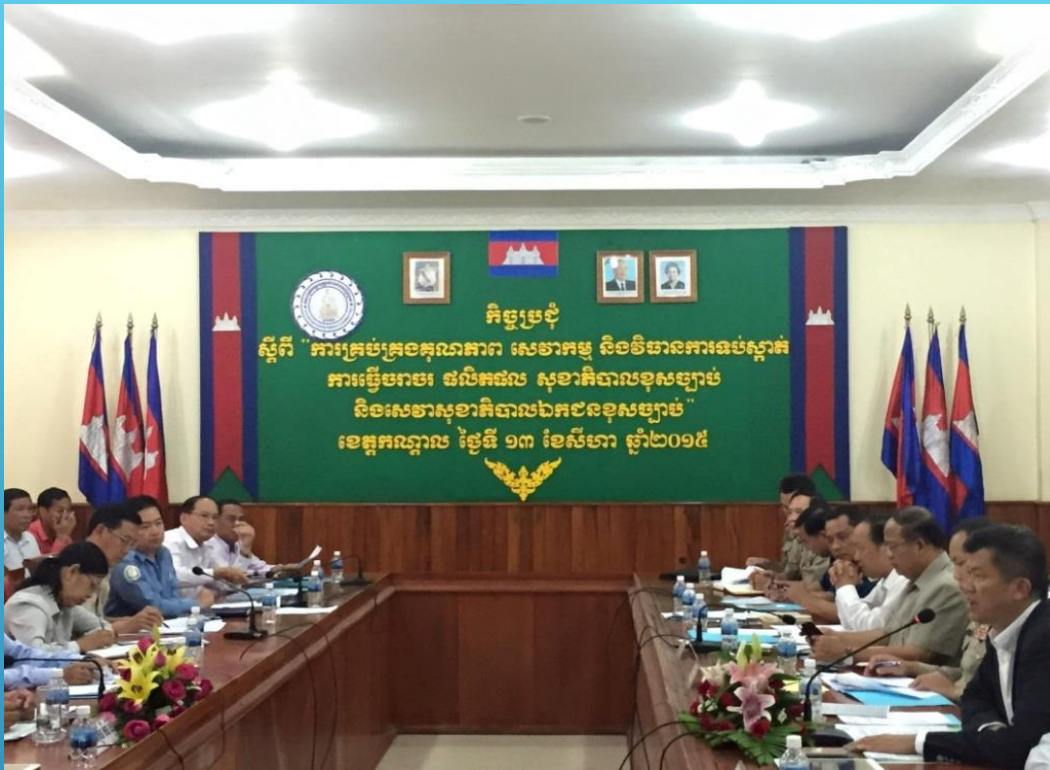
- ▶ Convenience
- ▶ Powerful-Market Channels  
(Traditional to Cyber Market)
- ▶ National and International
- ▶ Transnational crimes



# ROLES OF PRIVATE SECTORS

1. Registration and license
2. Involvement with local authorities
3. Educate consumers
4. Report of crimes
5. Report of products update
6. Inform and alert fellow businesses
7. Involve social programs















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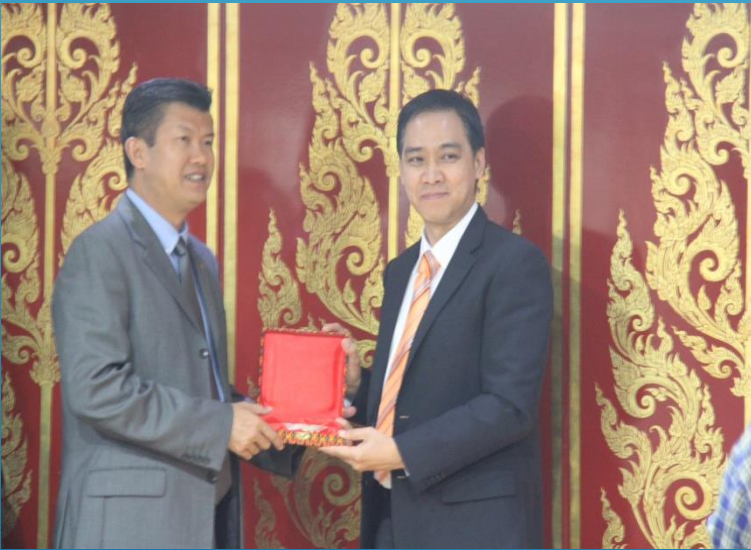


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On 13 to 18 June 2016 Official visit to Thailand :

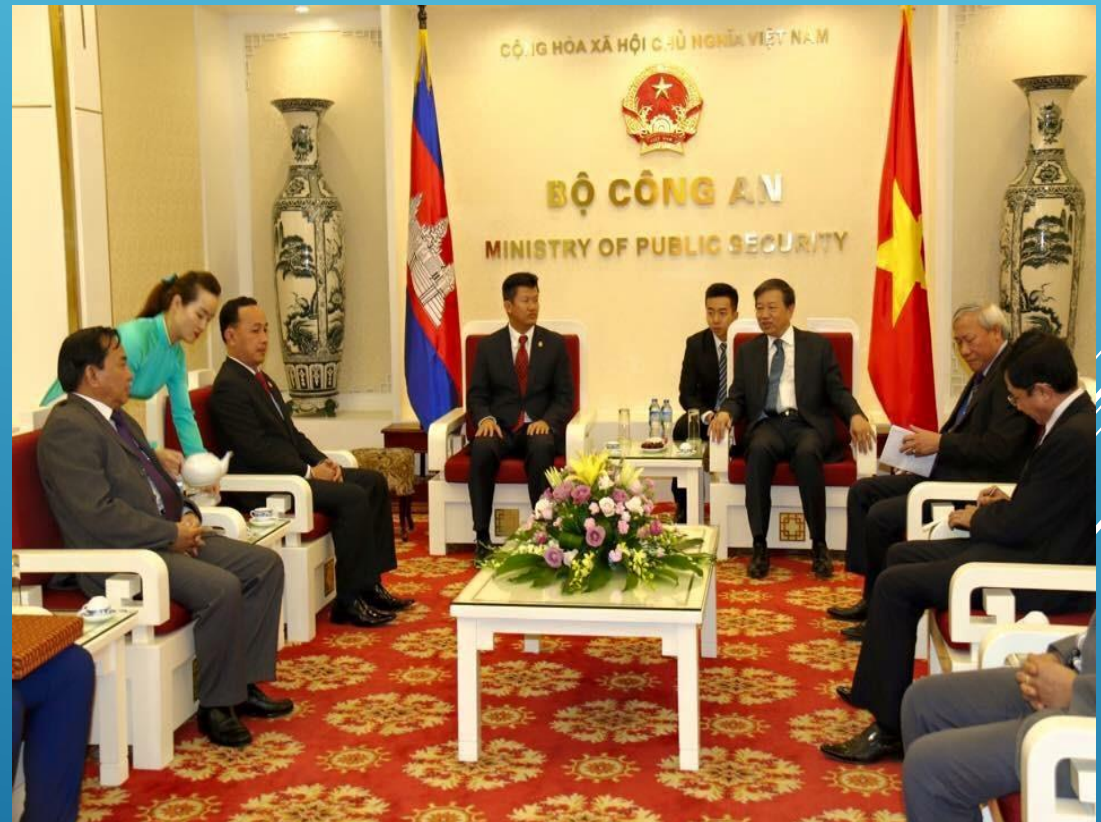
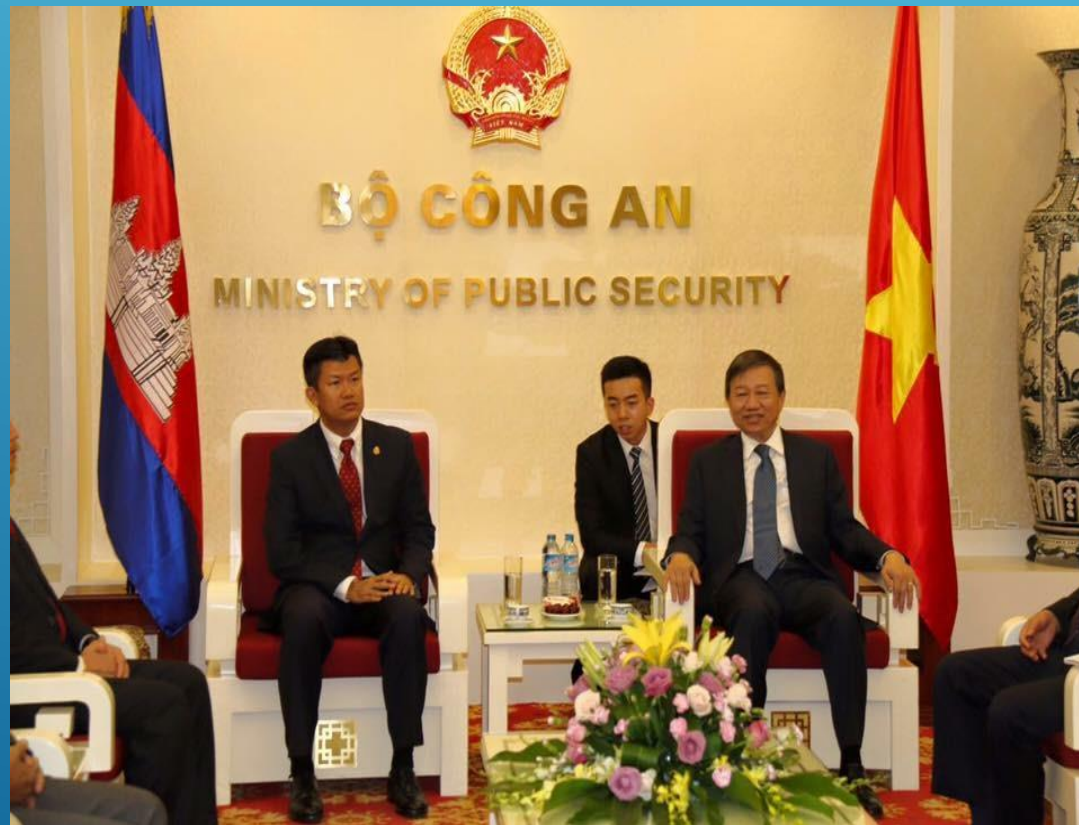
- General Department of International commerce (MOC)
- General Department of IP (MOC)
- General Department of Custom and Excises (MOF)





From 20<sup>th</sup> to 24<sup>th</sup> June 2016 Official visit to Vietnam

- Ministry of Public Security



## Cooperated training between CCCC and Vietnamese Police Organized by French Government



# Cooperation with Private Sectors



Support from UNOPS



# Training on IP and identification of counterfeit goods





## Inter- Ministries meeting



# Seminar with expertise from Singapore



# Meeting and Report to Minister of Commerce



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3<sup>rd</sup> October 2017

## Destruction 80 Tons of Counterfeit Cosmetic



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# Inspection of standard











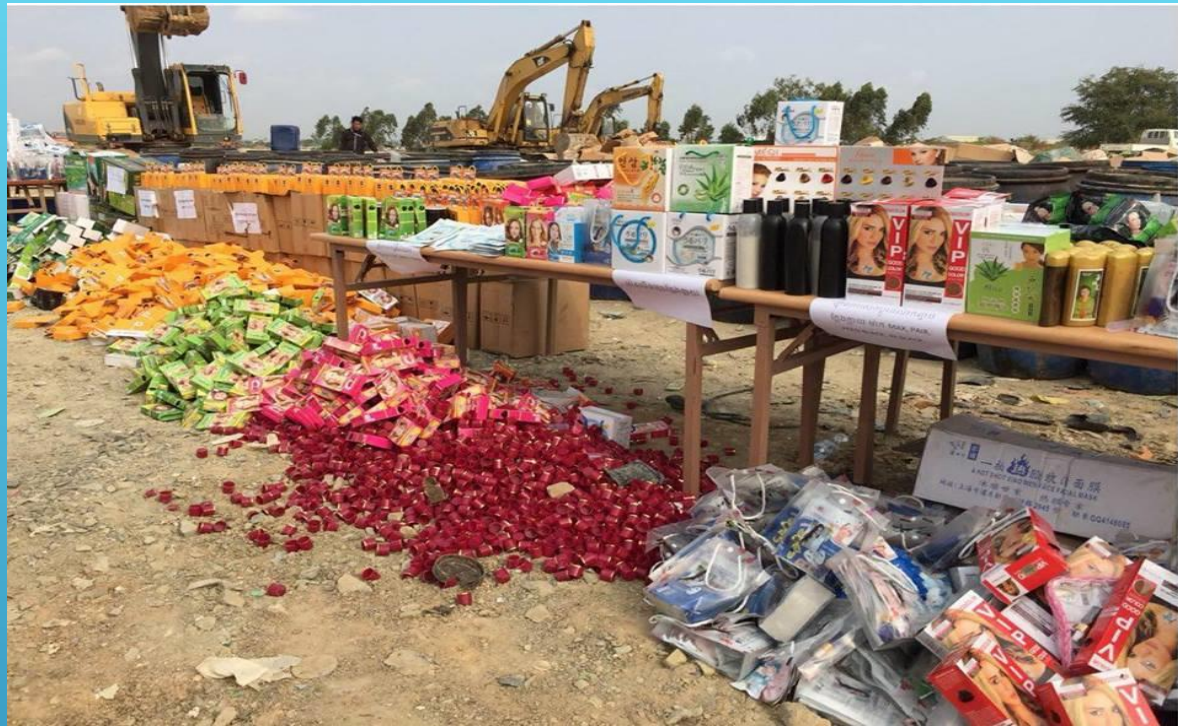
















# STRATEGIES TO COMBAT COUNTERFEIT

1. Citizen
2. Private Sectors
3. Law Enforcement
4. Government
5. Regional and World Wide

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Thank you

