

PUBLIC

DHL EXPRESS CUSTOMS

COMPLIANCE

敦豪快递海关合规

EU-CHINA CONFERENCE ON IPR PROTECTION

中欧知识产权保护研讨会

Dec 2021

2021年12月

DHL Express – Excellence. Simply delivered.

敦豪快递：卓越只为送达。



“Compliance in Deutsche Post DHL refers to the standards and processes we have adopted to ensure that our activities follow the letter and spirit of the laws, regulations and ethical standards. In summary: Compliance means making sure that we ‘Do the right thing’.

“在德国邮政敦豪集团，合规是指我们为确保业务符合法律条文、精神、规范与道德标准而采取的标准和流程。简而言之：合规意味着确保我们‘做正确之事’。**”**

Frank Appel - CEO Deutsche Post DHL

Frank Appel – 德国邮政敦豪集团首席执行官



Customs Compliance 海关合规

DHL Express is committed to 100% Compliance

Customs compliance is a core element of the DHL Express **culture and value proposition** to our customers and ethical working remit 海关合规是敦豪快递向客户传递的**文化和价值主张**以及我们道德工作的核心元素。

Our Commitment 我们的承诺

- DHL Express is 100% committed towards compliant trade 为合规贸易作出100%的承诺。
- DHL Express is dependent upon the completeness and accuracy of all documentation provided by our customers 依托客户所提供全部文件的完整性和准确性。
- DHL proactively engages with its customers to educate and raise awareness on compliance topics 主动与客户互动，教育、提升合规意识。
- We will continue to make our customers aware that non-compliance has serious and tangible consequences 持续提醒客户不合规可能导致的严重切实后果。
- DHL is fully committed to supporting Customs compliance and ready to play an active role in fighting crime together 全力支持海关合规工作，做好积极充分准备，参与海关对不法行为的打击行动。

敦豪快递承诺100%合规



Intellectual Property Rights (IPR) 知识产权

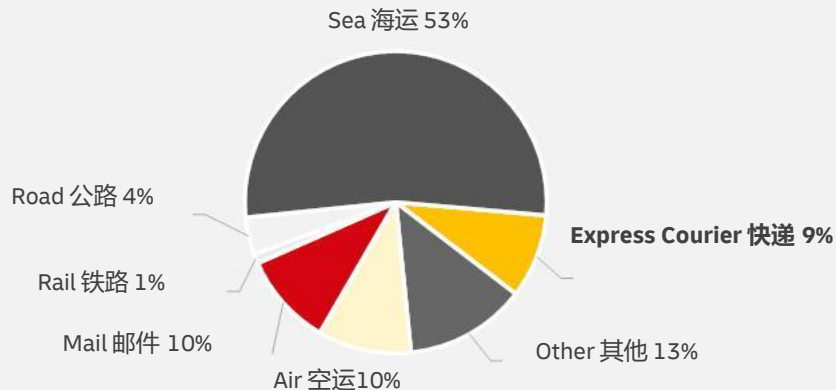
Closer look on the Transport Mode for IPR shipments 侵权产品运输模式拆分



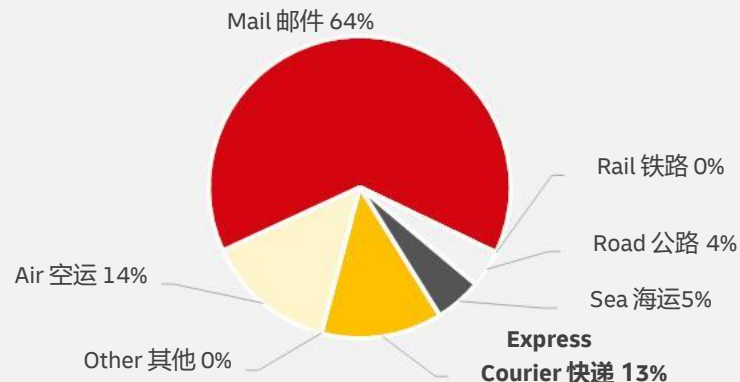
Express Courier shipments represent a **relatively small portion** of the overall global IPR seizures, i.e.: **9%** of the share of global seized **VALUE** and **13%** of the share of global **SEIZURES** 快递物流在全球查获的IP侵权产品中**占比相对较小**：占全球查获**价值的9%**，全球查获**数量的13%**。

Transport Mode 运输模式

Share of global seized **VALUE** 全球查获**价值**拆分



Share of global **SEIZURES** 全球查获**数量**拆分



Source: OECD/EUIPO Publication: Global Trade in Fakes – A Worrying Threat 资料来源：经合组织/欧盟知识产权局公告：全球假冒产品贸易——令人担忧的威胁
Link 链接 <https://www.oecd.org/publications/global-trade-in-fakes-74c81154-en.htm>

Intellectual Property Rights (IPR) 知识产权

Express Couriers are at the last stage of the End-to-End Supply Chain

快递是端到端供应链的最后环节



As an Express Courier, we can only influence the **last stage of the supply chain (Shipping)** with regards to **Intellectual Property Rights (IPR)** infringing goods 快递公司只能影响**侵权产品供应链的最后环节 (运输)**。

End-to-End Supply Chain 端到端供应链



Intellectual Property Rights (IPR) 知识产权

Our Role: Support in tackling IPR infringements

我们的角色：支持打击知识产权侵权行为

As an Express Courier, DHL Express fully support Customs Authorities tackling Intellectual Property Rights (IPR) infringers
敦豪快递全力支持海关打击侵权人

Our Role 我们的角色

As an **Express Courier**, we support tackling IPR infringements in different ways, Including 作为**快递服务企业**，以多种方式支持打击知识产权侵权行为，包括：

- ✓ **Educating our DHL Customers & Staff** and reinforcing our policy that IPR infringing goods are prohibited to be shipped with DHL Express **教育客户和员工**，增强企业政策力度，严禁运输侵权产品
- ✓ **Providing accurate and timely Electronic Shipment Data** for Customs Authorities to perform Risk Screening of shipments as early in the process as possible **向海关及时提供准确物流电子数据**，尽早对快件开展风险筛查
- ✓ **Intercepting & Handing Over** physical shipments **flagged by Customs Authorities** as IPR infringements **拦截、移交海关**标记为侵权的快件
- ✓ **Take Action** against non-compliant IPR shippers **flagged by Customs Authorities** **对海关标记为侵权人的发货方采取行动**
- ✓ **Providing Additional Support & Information** on major IPR investigations by Customs Authorities (e.g. details on shippers/consignees, where legally allowed) **对海关的重要侵权调查行动**提供其他支持和信息（例如，在合规前提下，提供发货方/收货方详情）
- ✓ **Own Risk Management Mitigation** for high-risk countries **对高风险国家/地区采取风险管理及缓解措施**



Intellectual Property Rights (IPR) 知识产权

Our Role: DHL China & Hong Kong Examples

我们的作用：敦豪中国内地和香港示例

Our DHL China & Hong Kong Teams fully **cooperate with Local Customs Authorities** on tackling Intellectual Property Rights (IPR) infringers on a daily basis, and also **educate & train our DHL employees** – some examples below (*non-exhaustive*). 敦豪中国内地和香港团队每日全力配合地方海关打击侵权人，教育并培训员工——以下为部分示例 (*非穷尽*)。



China 中国内地

- ✓ **Internal Training:** DHL China developed Mobile IPR training courses, Posters, Mobile Escalation Tools (WeChat) to train the internal teams
内部培训：开发移动端知识产权培训课程、海报、移动端举报工具（微信），培训内部团队

- ✓ **Internal Staff Awards:** DHL China established the monthly “DHL Security Guard Award” to motivate the DHL Operations employees that reported the biggest suspected IPR infringement case
内部员工奖：设立月度“敦豪安全卫士奖”，表彰运营部员工中，举报重大涉嫌侵权案件的同仁
- ✓ **New Account Opening:** when opening new accounts, DHL China conducts a customer compliance background check via *3rd party enterprise credit service*. This greatly helps to avoid DHL China from doing business with non-compliant companies & reduces operating risks.
新账户设立：开设新账户时，敦豪通过第三方企业征信服务开展客户合规背景调查。此项做法能在很大程度上规避与不合规公司开展业务的情形，降低敦豪经营风险

Hong Kong 中国香港

- ✓ The **Assistant Commissioner of HK Customs** presented a “**Certificate of Appreciation**” to DHL Express HK on Dec 2018 for the support resulting in total seizure of 1,000,000 items of assorted contrabands, valued at HK\$ 58 M (*on Dec 2018*) 2018年12月，**香港海关助理关长**向敦豪快递香港团队授予“**嘉许状**”，感谢其协助查获价值5800万港元、总计100万件各类违禁品

- ✓ The **World Customs Organization (WCO)** presented a “**Certificate of Merit**” to DHL Express HK on Jan 2020 to recognize the IPR efforts. 2020年1月，**世界海关组织**向敦豪快递香港团队颁发“**嘉奖状**”表彰其知识产权保护工作。


Intellectual Property Rights (IPR) 知识产权

Our Commitment & Request 我们的承诺和请求

DHL Express is committed to compliant trade and will **continue to fully support Customs Authorities** across the world on tackling IPR issues
敦豪快递承诺开展合规交易，将继续全力支持全球海关应对知识产权问题。

Our Commitment 我们的承诺

- ✓ We are committed to **educate our customers** 教育客户
- ✓ We are committed to work with stakeholders to **not knowingly transport IPR goods** 与利益攸关方合作，不承运明知侵权的产品

Our Request 我们的请求

What do we need 我们需要什么？

- **Government Authorities (together with IPR Holders)** to develop & maintain a central list of 'IPR Violators' which then the various stakeholders can act upon
政府部门（与权利人） 拟定、维护统一的“**知识产权侵权人**”名单，各种利益攸关方可据此展开行动



THANK YOU 感谢聆听

Disclaimer 免责声明

While we have made every attempt to ensure that the information contained herein has been obtained, produced and processed from sources believed to be reliable, no warranty, express or implied, is made regarding the accuracy, adequacy, completeness, legality, reliability or usefulness of such information. All information contained herein is provided on an "as is" basis. In no event will DHL Express, its related partnerships or corporations under the Deutsche Post DHL Group, or the partners, agents or employees thereof be liable to you or anyone else for any decision made or action taken in reliance on the information contained herein or for any consequential, special or similar damages, even if advised of the possibility of such damages.

我们尽全力确保本文件所载信息从据信可靠的来源获得、产生和处理。但关于该信息的准确性、充分性、完整性、合法性、可靠性或有用性，我们不作任何明示或默示保证。本文件所载全部信息以“按现状”方式提供。敦豪快递、其相关合作方或德国邮政敦豪集团旗下公司或以上各方的合作伙伴、代理人或员工对您或任何其他人依赖本文件所做的任何决定或行动，或者遭遇的任何后果性、特殊性或类似损害赔偿，概不承担责任，即便事先已被告知发生该损害赔偿的可能性。