

Workshop on Border Control and IPR Enforcement in the EU and Southeast Asia

Practical and Operational Aspects of IPR Customs Enforcement in the EU

French Customs

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Summary :

- A) French customs' anti-counterfeiting strategy
- B) Key figures
- C) Trends
- D) French customs in the fight against IP crimes
- E) Relevant case
- F) France - Southeast Asia relations



A) French customs' anti-counterfeiting strategy

«The fight against counterfeiting is a major challenge for governments and a priority for customs. Indeed, counterfeiting is a threat to the health and safety of consumers, to businesses, and to the environment.»

- Focus on hazardous goods - potentially dangerous to the environment and the consumer
- Aim to dismantle trafficking and organized crime organisations
- Increased vigilance on e-commerce



B) Key figures

Counterfeiting

After a record-breaking year in 2023, even higher results achieved in 2024

21.47M

items removed from
the market



> 5th consecutive
year of increase

Type of goods :

34,35 % packagings and labels

26,87 % toys and sport items

25 % textile goods and accessories

10,23 % fragrances and cosmetics

3,48 % other items

C) Trends

- Origins : China, Türkiye, Thailand, Vietnam, Malaysia, Cambodia, Bangladesh and Pakistan
- In postal and express freight, ocean freight and air cargo
- Destinations :
 - French main ports (Le Havre, Marseille, Dunkerque)
 - French international airports
 - Express and postal freight hubs
- Products :
 - Counterfeits coming from Southeast Asia to France are mainly textile goods and jewellery



D) French customs in the fight against IP crimes

- Intelligence gathering and analysis
- IP training for customs officers
- Partnership with rightholders
- National and European operations



E) Relevant case

- Postal freight inspection in Bordeaux Airport
- Discovery of 226 adhesive patches designed to be stuck on clothing
- Origin : Thailand
- Trademarks infringed : the French football club Olympique de Marseille, Disney, Toyota, Jeep, Yamaha...
- Consignee : an individual living in France
- Selling counterfeits on the marketplace Ebay
- Investigation and inspection : 15 755 counterfeiting items seized



F) France - Southeast Asia relations

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Conclusion

Thank you for your attention

