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Opening Remarks by Mr. Ronald K. Noble, Secretary General, INTERPOL

6th Global Congress on Combating Counterfeiting and Piracy
Conference theme: Building Respect for IP: Sustainable Solutions to a Global Problem

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Mr Kunio Mikuriya, Secretary General, World Customs Organization (WCO)

Mr Jean-Guy Carrier, Secretary General of the International Chamber of Commerce (ICC)

Mr Yves Lapierre, Director General, l'Institut national de la propriété industrielle (INPI)

Mr Gerhard Bauer, 2011 President, INTA

Distinguished guests

Ladies and gentlemen

I am deeply honored to be with all of you here in Paris. I have travelled to more than 140 countries worldwide and arguably, I consider Paris as one of the most enchanting and inspiring cities in the world. Every time I visit this 'City of Lights', I am always drawn by its unique charm and history. Let me therefore, express my sincere appreciation to the World Intellectual Property Organization (WIPO) and the l'Institut national de la propriété industrielle for jointly hosting this important event in this beautiful and historical city.

Laissez-moi remercier le Directeur Général de l'Organisation Mondiale de la Propriété Intellectuelle, Dr Francis Gurry, ainsi que le Directeur Général de l'Institut National de la Propriété Intellectuelle, M. Yves Lapierre, pour avoir su organiser le 6^{ème} congrès mondial sur la lutte contre la contrefaçon et la piraterie avec brio. Je salue également le travail colossal effectué par leurs équipes.

It is very gratifying to see that the collective efforts of the Global Congress Steering Group organizations continue to play an important role in bringing together the international community to focus attention on the myriad problems posed by counterfeiting and piracy. This is evidenced by the fact that over 950 participants from 100 countries are here to share their expert knowledge, expertise and determination to make a difference with like minded individuals and organizations.

But before I proceed further on my remarks, I would like to offer a moment of silence and remembrance for Mr. Michel Danet, the former Secretary General of the World Customs Organization, who died over a year ago in December 2009. As we are all gathered here for this 6th Global Congress, let us remember that the first ever Global Congress on Combating Counterfeiting and Piracy was hosted by Mr. Danet at the WCO Headquarters in 2004. Mr. Danet was one of the founding fathers of this forum. As Secretary General of WCO from 1999 to

2008, Mr. Danet helped raised the global campaign against counterfeiting and piracy to the next higher level. He is one of INTERPOL's strongest partners in facing this deadly menace.

The theme of this 6th Congress is "Building respect for IP." Given the importance of IP for the well being of the global economy, the health and safety of consumers and other factors, the reality is still that respect for IP is the norm in the modern world. However, it is also equally true that this respect is steadily being eroded and there is much for us to do to redress the balance. Against this background, each of the member organizations of the Steering Group has a unique role to play.

For INTERPOL, it is targeting those who, by their criminal actions, deliberately and systematically undermine respect for IP. It is worth reminding ourselves that transnational organized criminals manufacture and distribute counterfeit and pirated goods on a regional and increasingly global scale. This generates significant illicit profits which lead to the proliferation of these crimes and are also invested in a wide range of other organized and often deadly transnational crimes. However, let me be clear - counterfeiting is an equally deadly activity which repeatedly has a direct adverse bearing on the health and safety of often unknowing consumers. This applies not only to medical products. It encompasses a wide range of other products that each of us uses in our daily lives including beverages, car parts, construction materials – fatal when used to build houses in an earthquake zone – electrical, food and skin care to name but a few.

This scenario requires that national law enforcement agencies and the international community proactively target transnational organized criminals and work together to ensure they know their activities will not be tolerated. INTERPOL does this on many levels with Europol and a wide range of other national police agencies. Mr Mikuriya, you will agree with me about the tangible benefits we have all derived from the collective efforts with police, customs and IP crime affected industries in South America since 2004. The five stages of the INTERPOL-led Operation Jupiter has resulted in almost 1700 arrests and the seizure of counterfeit and pirate goods valued at over 510 million US dollars.

For the year 2010 alone, Operation Jupiter V resulted in the seizure of nearly eight million counterfeit products including construction materials, sports clothes and shoes, sunglasses, mobile phones, books, car parts, computer software and alcohol worth more than 200 million US dollars. Almost 1,000 people were also arrested in a series of operations across 13 countries in the region.

These outcomes go far beyond than the number of arrests and seizures. In 2010 every South American country and Panama contributed to the operation and across the region there were a total of 673 cross-industry law

enforcement interventions. Another consequence is that policy makers in government and police leaders in South America are now fully aware of the dangers posed by these crimes. More resources are invested in fighting it than ever before. For example, Chile and Peru now have dedicated national IP crime investigation units and thousands of better informed front-line police and customs officials are actively engaged in this fight during the course of their duties every day. This picture is replicated in all INTERPOL regions including Africa where the effects of counterfeiting are acutely felt by those who are most vulnerable to cynical exploitation by transnational organized criminals.

In recognition of the importance we place on protecting public health and safety through the combating of counterfeit medical products and other related pharmaceutical crimes, INTERPOL established a dedicated Medical Product Counterfeiting and Pharmaceutical Crime Unit (MPCPC) in 2010. This delivered immediate benefits arising from a number of regional and global interventions in medical product counterfeiting and pharmaceutical crime. Operation Mamba III led to over 375 premises including pharmacies, warehouses and shops in seven East Africa countries being examined. Nearly 200,000 pills as well as nine tons of counterfeit, unregistered and illegally diverted products were seized. More importantly, some 50 cases were presented to the courts and to date there have been 11 convictions which is unprecedented in Africa.

Tackling transnational organized criminals who manipulate the internet poses special challenges. Reflecting the national alliances, INTERPOL, WCO and IMPACT particularly joined efforts to assist in coordinating a major customs-health-police operation involving 44 INTERPOL member countries as well as private sector partners in Operation Pangea III last October. Internet monitoring revealed 822 websites engaged in illegal activity related to medical products. In 533 cases, the Internet Service Providers were notified of the irregularity and 297 websites were shut down. These actions were complemented by national public awareness campaigns in 10 countries. It was backed up by a video campaign on You Tube during the Week of Action to sensitize the public about potential public health risk related to the purchase of medicine on illicit websites.

The net result was law enforcement agency action in postal hubs, ports and airports, led to the inspection of over 278,000 packages. Of these, 11,349 packages were seized containing counterfeit or unauthorized medicines. A total of 2,300,000 pills were seized, with an estimated value of 6.77 million US dollars, and 87 individuals were arrested or are currently under investigation for a range of offences, including illegally selling and supplying unlicensed or prescription-only medicines.

These operational successes against counterfeiting and piracy across the world are, by any measure, significant. Yet we all know it is not enough. INTERPOL is working hard to build capacity and provide police in member

countries with the tools to do the job. The successful operational work I have described was not achieved by the police alone. It is a direct outcome arising from the robust partnership between the public and private sector member organizations represented on the Global Congress Steering Group and other committed stakeholders including national police and customs administrations.

Nevertheless, we cannot afford to rest on our laurels. Much more is required. INTERPOL believes that we need to invest more in those that tackle the counterfeiters head on – IP crime investigators from police, customs, regulatory bodies, cross-industry representative bodies and affected industries working in our member countries. The most valuable contribution we can make is to provide all IP crime investigators with timely access to high-quality IP crime training. I'm therefore delighted to announce that from tomorrow the International IP Crime Investigators College (IIPCIC) goes live. Registered students will be able to enroll and complete the Introductory Level consisting of seven IP crime training modules.

IIPCIC - an INTERPOL initiative developed in cooperation with Underwriters Laboratories' UL University - is a fully interactive on-line IP crime training facility which benefits all law enforcement, regulatory authorities and private sector IP crime investigators. The College's main objective is to deliver leading edge training to equip investigators with the necessary skills to effectively work together to combat current and emerging threats from IP Crime.

One of the boardroom dialogue sessions tomorrow is concerned with innovative public/private sector approaches to financing effective enforcement. IIPCIC is innovative in that **all law enforcement** IP crime investigators including police officers, customs or appropriate regulatory body representatives will be able to take the training without charge. It is very rare to be able to access any professional training free. IIPCIC is an excellent example of what can be achieved when public and private sector entities fighting a common cause identify a win/win situation and agree to work together for the collective good.

In conclusion, we can all be proud of what has been achieved since the First Global Congress in 2004. I know that if Michel Danet were here with us, he would be extremely proud of our joint accomplishments. For INTERPOL's part, we are fortunate to have John Newton and Aline Plançon lead our efforts in fighting IPR crime and medical product counterfeiting and pharmaceutical crime respectively. In addition, our National Central Bureaus and INTERPOL General Secretariat staffs provide us with invaluable support around the globe.

INTERPOL believes that one of the best ways to ensure respect for intellectual property is to enforce the law and to cooperate across borders. We will continue to work with you in the future to ensure that laws designed to protect intellectual property especially those affecting public safety are enforced in our 188 member countries.

In doing so, we will come closer to our vision of a safer world.

I wish you all a successful 6th Global Congress on Combating Counterfeiting and Piracy and a wonderful stay in the City of Lights.

Thank you