

WSC Supports World Anti-Counterfeiting Day

On 5th June 2024, the EU's Intellectual Property Office and Global Anti-Counterfeiting Group are celebrating the 26th edition of the World Anti-Counterfeiting Day (WACD). The World Semiconductor Council (WSC) strongly supports the WACD and believes it is a great initiative to highlight the anti-counterfeit measures being taken across industries. In recent years, the overall semiconductor shortage has shown that counterfeiters are now more active and have shifted trademark infringing online offerings of semiconductors to less well-known online platforms.

In 2012, the WSC has established an Anti-Counterfeiting Task Force amongst the semiconductor industry associations of China, Chinese Taipei, Europe, Japan, Korea, and the United States, with the aim of promoting activities to fight counterfeiting, including training, awareness raising, and encouraging purchases from authorised sources. The WSC works closely with governments and authorities on policies and regulations, and encourages domestic, bilateral, and multilateral countermeasures and enforcement activities. Such enhanced anti-counterfeiting cooperative activities at the industry level alongside government agencies, customs and law enforcement agencies are instrumental to identify and stop parties involved in manufacturing or trafficking in counterfeit goods. The World Anti-Counterfeiting Day enables the organisation of various events focusing on problems of counterfeiting & piracy under the umbrella of an international outreach campaign.

According to the Organisation for Economic Co-operation and Development (OECD), international trade in counterfeit goods represented up to 2.5% of world trade, or up to USD 464 billion¹ in 2019. In view of these staggering numbers, the WSC is convinced of the importance of an initiative such as the World Anti-Counterfeiting Day, especially as counterfeit products are expected to circulate rapidly to meet current high demand and believes it to be a great way of highlighting the common cause of fighting counterfeiting – industry sectors alongside well-informed customers, and national enforcement authorities.

¹ Source: Organisation for Economic Co-operation and Development (OECD)–European Union Intellectual Property Office (EU IPO) (2021), *Illicit Trade, Global Trade in Fakes A WORRYING THREAT*