

GGI World Conference at Le Parker Meridien in New York

Workshop Minutes - Counterfeiting: A Business Opportunity?

Saturday 28 October 2006, 10.30 - 12.00 hrs

Chairman: John Zucker

Participants: Angel Viso, Aurelia Tramposch, Dirk De Maeseneer, Dr Hilmar Hoch

John Zucker gave a talk about counterfeiting. He explained what counterfeiting is; how brands are developed; the origins of public relations; and psychological tools used in developing brands. He explored how counterfeiters operate; the different approaches adopted by brand owners and state authorities to tackle counterfeiting; the extent of counterfeiting worldwide; the levels of counterfeit goods seized in Europe and the US and some of the myths surrounding counterfeiting.

John Zucker then went on to explain that Roiter Zucker were in discussions with an international firm of investigators to establish whether a counterfeiting counter-force could be set up using the combined reach of lawyers within GGI. He reported that the first stage would involve conducting market research with brand owners to establish, amongst other things, what steps and what resource they would be prepared to commit to combat counterfeiting their products. The aim would be to establish whether there is the will on the part of brand owners to tackle this problem and from GGI members' perspective, whether there is a credible business opportunity.

John Zucker said that Michael Reiss was very interested in this project from a GGI point of view and felt he could introduce Roiter Zucker to some Swiss brand owners to conduct their market research.

The other members of the group then joined in the discussion about the idea and raised various questions. All the participants were very enthusiastic about the idea and wished to be kept informed of developments.