



Impact of Counterfeiting on the Ghanaian Consumer

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Introduction

- Consumers welcome the National Dialogue on Counterfeit products
- Activities since 2007
 - CEPS workshop on piracy in January 2007
 - Launch of Coalition against Counterfeits and Illicit Trade, July 2007 (AGI).
 - Anti-Counterfeit Workshop, April 2008 (IMSS/BAT)
 - National Dialogue (FDB).



Increased Interest in Counterfeit Products

- Why this sudden and increased interest in counterfeiting?
 - Global problem estimated to be worth US\$500 billion
 - Counterfeiting of both imported and local (Ghanaian products)
 - Free movement of people and goods into and out of Ghana
 - Smuggling
 - Illicit trading in banned and hazardous goods
 - Impact on the economy
 - Harm to consumers
 - Issue of competition
 - Increased piracy incl. Internet piracy



The Problem

- What is the problem?
 - Counterfeiting is unauthorized duplication of objects with the intention to defraud or cheat people.
 - Products often counterfeited include money, brand name products of all kinds, computer clones, automobile parts, drugs, Ghanaian cloth, video and music CDs, etc.
 - Copyright infringement
 - Harm to economy: loss of jobs, production and revenue
 - Increased danger to consumer health, safety and economic interests



Forms of Counterfeiting

- Trademark counterfeiting
- Piracy including internet piracy
- Cloning
- Fake and substandard products
- Using closely-related names and labels
- Bootlegging



Impact on Consumers

Through the deception of consumers:

- Counterfeiting violates several consumer rights
 - Right to be informed: implies right to be provided true and accurate information to enable consumers make informed choices.
 - Right to redress: false guarantee and warranty
 - Right to health and safety
 - Right to choice: fair competition
 - Right to satisfaction of basic needs: loss of livelihood through loss of employment
- Counterfeiting impacts negatively on the economic interests and welfare of consumers especially vulnerable consumers



Key Issues from the perspective of Consumers

- Globalization
 - On account of globalization, brand name products are now manufactured everywhere. So how can consumers know which one is genuine?
- Technology
 - Rapid advances in technology have made it easy to make perfect imitation of products and labels
- Trade liberalization
 - This has made it possible for counterfeit products to enter the country legally
- Illiteracy
- Poverty and Rural Economy
- Internet Trading
- Itinerant Trading: hawking, selling in moving vehicles etc
- Trading in Open markets
- Weak regulatory and enforcement regime: overlapping laws and institutional responsibility, weak co-operation amongst institutions, nontransparent procedures, weak moral and political will to act and non-deterrent sanctions



What can we do?

- Building the capacity of consumers to differentiate between sheep and goats
- Intensifying public education on the dangers of counterfeiting, piracy and illicit trade
- Vigorous enforcement of the law on counterfeiting by the regulatory authorities and security agencies
- Regulating the selling of drugs and other dangerous goods on transport vehicles
- Empowering consumers to expose illicit trade and counterfeiting
- Streamlining laws and removing gaps in the regulatory regime
- Improving institutional arrangements and strengthening institutions



Conclusion

- Fighting counterfeiting, piracy and illicit trade is a shared responsibility of the government, private sector, civil society and public at large because
**COUNTERFEITING AFFECTS
ALL OF US.**



**THANK YOU FOR YOUR
ATTENTION!**