



**5<sup>th</sup> Global Congress on Combating  
Counterfeiting and Piracy**  
*(Cancun, Mexico – 1-3 December 2009)*

**BRIDGING BOUNDARIES FOR  
SHARED SOLUTIONS**

**BY**

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## ***“Bridging Boundaries for Shared Solutions”***

***(5<sup>th</sup> Global Congress on Combating Counterfeiting and Piracy – 01 Dec  
2009 in Cancun, Mexico)***

Good morning, Bonjour, Buenos días, A Salaam Alekoum

Tenemos cuatro idiomas oficiales;

voy a hablar en inglés.

Leaders of the Global Congress Steering Group;

Distinguished Guests;

Ladies and Gentlemen.

It is a real pleasure for me to join you here in Cancun for the 5<sup>th</sup> Global Congress on Combating Counterfeiting and Piracy. On behalf of the Global Congress Steering Group member organizations I would like to thank the Government of Mexico; all of its federal State & local representatives who are with us; Mr. Amigo and his IMPI colleagues for agreeing to co-host this crucial Congress. Your warm welcome and wholehearted organizational support are very much appreciated.

We started this global effort against counterfeiting and piracy with the First Global Congress held in Brussels in 2004. Despite the different challenges we have faced over the last five years, global awareness about the nature and extent of counterfeiting and piracy has risen significantly and continues to grow<sup>1</sup>. This, for me, is one of our major achievements and a testament to our strong commitment to this endeavor.

While piracy and counterfeiting remain significant crime challenges for law enforcers and for the business community worldwide, the vigorous partnership between the public and private sector member organizations represented on the Global Congress Steering Group and other stakeholders has made a real difference. It is clear that governments,

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<sup>1</sup> International trade in counterfeit and pirated products could have been up to USD 200 billion in 2005. This total does not include domestically produced and consumed counterfeit and pirated products and the significant volume of pirated digital products being distributed via the Internet. If these items were added, the total magnitude of counterfeiting and piracy worldwide could well be several hundred billion dollars more. (Source: OECD, 2007)

international organizations, police, customs, cross-industry representative bodies and affected industries now treat counterfeiting and piracy with the seriousness it deserves.

For any partnership to be successful, it is necessary for each partner to ensure that strategic intention is translated into concrete action. INTERPOL's fundamental role within the Global Congress Steering Group is to provide guidance and support to the international police community in the fight against counterfeiting and piracy. INTERPOL consistently does this by initiating, facilitating and coordinating collective action for police and other stakeholders in its member countries; we do so often using our I-24/7 global police communications system.

INTERPOL's HQ's commitment to combating transnational IP crime is clear. With six officers assigned full-time to this important task and a seventh, from the French Customs authorities, to join in January 2010, we are going to be able to do even more.

INTERPOL's strong partnership with the World Health Organization's International Medical Products Anti-Counterfeiting Task Force (IMPACT) since 2008 has reinforced the important leadership role of the two Organizations in coordinating the efforts of the international community as we collectively strive to make the world a safer place against counterfeit medical products.

In Africa this year, eight countries – Kenya, Lesotho, Malawi, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe – have been at the forefront of regional efforts to combat counterfeit medical products under the umbrella of the IMPACT programme. Coordinated operations in these countries, involving some 500 representatives from police, customs, drug regulatory authorities, immigration and other agencies, inspected pharmacies, supermarkets and wholesalers. They also seized a significant quantity of counterfeit and illicit medical products. These included antibiotics, anti-fungal, anti-malarial medicines, steroids and oral contraceptives, all of which pose a significant threat to public health.

Our operations also target those in the virtual world. The Internet is no longer a safe haven for criminals who peddle dangerous counterfeit medicines. In response to an ever-increasing number of Internet websites supplying dangerous and illegal medicines, Operation PANGAEA II, was conducted from 16 to 20 November of this year. It involved 25 countries, focusing on the three principal components used by an illegal website to conduct their trade – the Internet Service Provider (ISP), payment systems and the delivery service.

During the operation, Internet monitoring revealed 1208 websites engaged in illegal activity, 106 of which have now been taken down. In addition, more than 19,000 packages were inspected by regulators and customs, 1860 packages were seized and nearly 167,000 illicit and counterfeit pills were confiscated. In addition, a total of 46 individuals are currently under investigation for a range of offences including illegally selling and supplying unlicensed, counterfeit or prescription-only medicines.

The net result of these developments is that the INTERPOL IP Crime Programme has gone global and it has brought the fight to the counterfeiters on every level and in every region of the globe, thanks to the consistent application of our integrated training and operational enforcement model to all INTERPOL-led regional interventions in transnational IP crime.

Working closely with the World Customs Organization, other strategic partners and the private sector, these interventions have taken place in Africa, Europe, SE Asia, the Middle East and South America. For example, the different phases of Operation Jupiter, carried out in seven countries in South America since 2005, have resulted in nearly 700 arrests and in the seizures of all types of counterfeit and pirated goods worth an estimated 300 million US dollars. In 2010, Operation Jupiter will cover the whole of South America and be extended into Central America!

These achievements provide unequivocal evidence that dynamic, robust cross-industry law enforcement partnerships work and are the key to bridging boundaries to deliver shared solutions for combating transnational IP crime. Good as they are, these results are

only the beginning as INTERPOL and our strategic partners steadily increase our capacity to provide police and other IP crime investigators with the tools and training they need to make a difference where it counts – at an operational level in all 188 INTERPOL member countries.

INTERPOL has progressively augmented its commitment to training all IP crime investigators and investigation managers. The 5<sup>th</sup> INTERPOL one-week IP Crime Training Course held in November brought the number of police, customs and drug regulatory body middle managers trained to lead transnational investigations to 307 from over 75 INTERPOL member countries. This figure does not include the other IP crime investigators who have attended the annual International Law Enforcement IP Crime Conference and those who have participated in pre-operational deployment training over the last two years.

However, even this is not enough! A permanently accessible resource is required to provide continuity and to make this high quality training widely available. This is where the INTERPOL IP Crime Investigators College (IIPCIC) can make a difference. This fully interactive College developed in partnership with UL University<sup>2</sup> is mandated to develop, coordinate and administer training programmes to support INTERPOL-led international efforts to prevent, detect, investigate and prosecute transnational organized IP crime.

The College will serve the needs of INTERPOL’s partner organizations and other key stakeholders. It was launched in October with the production of the prototype module “Health and Safety Consequences of Intellectual Property Crime.” Modules will be produced in the four INTERPOL languages and also in Mandarin to ensure that the materials are made available to our Chinese law enforcement officials.<sup>3</sup> The next

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<sup>2</sup> UL University is the training wing of Underwriters Laboratories, Inc. UL’s global role is to test and certify the safety of both consumer and industrial products and is one of the leading certification bodies in the world.

<sup>3</sup> According to statistics collected by the United States and European Commission TAXUD circa 85 per cent of all seizures made by customs officials in the United States and the European Community in 2007 and 2008 originated from China.

milestone is to produce the five Introductory Level modules consisting of some eleven lessons by the end of 2010.

In conclusion, INTERPOL's commitment to combating transnational organized counterfeiting and piracy is accelerating and consistently delivering tangible benefits. The IP Crime Programme is providing proactive international leadership, innovation and is enjoying success with our equally committed public and private sector partners.

Nevertheless, there is still an urgent need for all of us to better respond to the global problem of counterfeiting and piracy. I ask everybody here to work with the Global Congress Steering Group organizations and our hosts to identify how we can individually and collectively achieve even greater wins at disrupting counterfeiters and pirates and at bringing them to justice. Together we can and should reinforce the message that counterfeiting and piracy are serious crimes that will be vigorously investigated, prevented and prosecuted by us all.

Thank you.