

**THE SECOND GLOBAL CONGRESS ON COMBATING  
COUNTERFEITING AND PIRACY, FRANCE,  
14-15 NOVEMBER 2005.**

**PANEL SESSION: EMERGING GOVERNMENTAL STRATEGIES**

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**GOOD AFTERNOON LADIES AND GENTLEMEN,**

**MAY I BEGIN BY SAYING HOW HONOURED I AM TO BE INVITED TO  
ATTEND THIS CONGRESS AND TO HAVE THE OPPORTUNITY TO  
MAKE SOME COMMENTS ON A TOPIC OF SUCH INTERNATIONAL  
SIGNIFICANCE? COUNTERFEITING AND PIRACY ARE ISSUES THAT  
CONFRONT ALL OF US AND WHICH NO GOVERNMENT CAN  
AFFORD TO IGNORE. THEREFORE, I WOULD LIKE TO THANK THE  
ORGANIZERS OF THIS SECOND GLOBAL CONGRESS AND ADD  
THAT I APPRECIATE THE EFFORTS UNDERTAKEN BY OUR HOSTS  
TO MAKE US SO WELCOME.**

**LADIES AND GENTLEMEN,**

**COUNTERFEITING AND INTELLECTUAL PROPERTY PIRACY IS NOT  
A NEW PHENOMENA BUT ITS GROWTH RATE OVER THE PAST 20  
YEARS POSES A CHALLENGE TO EVERY NATION. IT IS A CRIME  
THAT KNOWS NO BORDERS AND NO COUNTRY WILL GAIN IN LONG  
RUN BY CONDONING OR TURNING A BLIND EYE TO THIS ILLEGAL**

**ACTIVITY. THUS IT IS IMPORTANT THAT ALL COUNTRIES UNITE AS ONE TO STAMP OUT THIS SCOURGE AND OFFER RECIPROCAL TREATMENT ONE COUNTRY TO ANOTHER. LET ME MAKE IT CLEAR THAT THE MALAYSIAN GOVERNMENT DEPRECATES ANY FORM OF INTELLECTUAL PROPERTY INFRINGEMENT AND VIEWS PIRACY AS SERIOUSLY AS ANY OTHER CRIMINAL ACTIVITY WITH WHICH THE GOVERNMENT HAS TO TACKLE.**

**THIS AFTERNOON I WOULD LIKE TO USE THE TIME I HAVE AVAILABLE TO SHARE WITH YOU THE MULTI FACETED STRATEGY THAT MALAYSIA HAS DEVELOPED AND IS VIGOROUSLY PURSUING TO COMBAT COUNTERFEITING AND PIRACY. THERE ARE FIVE MAIN INTERCONNECTED FRONTS IN OUR APPROACH.**

- 1. THE LEGISLATIVE FRAMEWORK;**
- 2. COMPLIANCE MEASURES;**
- 3. THE ENFORCEMENT SYSTEM;**
- 4. THE LEGAL PROCESSES; AND,**
- 5. EDUCATION**

**WITH YOUR INDULGENCE, LADIES AND GENTLEMEN, I SHALL COMMENT ON EACH OF THESE IN TURN:**

**FIRST, THE LEGISLATIVE FRAMEWORK.**

**MALAYSIA HAS A LONG TRADITION OF UPHOLDING THE UNDERLYING PRINCIPLE OF INTELLECTUAL PROPERTY RIGHTS. BY THIS I MEAN THE PROTECTION RIGHTS OF THE CREATOR OF KNOWLEDGE IN WHATEVER FORM THAT MIGHT TAKE. THIS INTELLECTUAL PROPERTY RIGHT IS ASSERTED IN OUR LEGISLATION, I.E. THAT THE WRITERS, CREATORS, ARTISTS HAVE A RIGHT FOR PROTECTION AGAINST THE UNAUTHORIZED USE OF THEIR WORK. IN MALAYSIA OUR LEGISLATION HAS ALSO SOUGHT TO BALANCE THE NEED FOR IP PROTECTION AND THE REQUIREMENT OF SOCIETY TO HAVE LEGITIMATE ACCESS TO THE CREATOR'S KNOWLEDGE.**

**BETWEEN 1999 AND 2001 THERE WAS A RAPID RISE IN THE SALE OF PIRATED CD/VCD'S. THIS PROMPTED USTR RECOMMENDATION TO THE US GOVERNMENT TO PLACE MALAYSIA IN THE "PRIORITY WATCH LIST". OUR RESPONSE WAS SWIFT. IMMEDIATE MEASURES WERE TAKEN BY THE MALAYSIAN GOVERNMENT TO RECTIFY THE SITUATION. THIS INCLUDED A DECISION TO BAN THE SALE OF CD/VCD'S IN OPEN PREMISES INCLUDING THE NIGHT MARKETS, ROADSIDE PAVEMENTS AND OTHER SIMILAR PLACES. THIS BAN TOOK EFFECT FROM 8TH AUGUST 2001 AND IS STILL IN FORCE.**

**WE HAVE STRENGTHENED THE COPYRIGHT ACT 1987 TO PROVIDE MORE DETERRENT SENTENCES AND MORE POWERS FOR**

OFFICERS, INCLUDING THE POWER TO ARREST OFFENDERS WITHOUT WARRANT AND TO REMAND THEM FOR A MAXIMUM INVESTIGATIVE PERIOD OF 14 DAYS. WE HAVE INCREASED THE SEVERITY OF THE FINES AND INCLUDED TERMS OF IMPRISONMENT FOR THE MORE SERIOUS CASES.

IN 2000 THE GOVERNMENT TABLED THE OPTICAL DISCS ACT. THIS CAME INTO FORCE ON 15 SEPTEMBER 2000. THE ACT WAS AIMED AT CURBING THE ILLEGAL PRODUCTION OF PRE-RECORDED OPTICAL DISCS. THE LEGISLATION PROVIDES FOR THE LICENSING OF OPTICAL DISC PLANTS AND ALLOCATING SPECIFIC MANUFACTURER'S CODES TO BE MARKED ON EACH OF THE OPTICAL DISCS PRODUCED.

MALAYSIA'S SECOND STRATEGY AIMS AT ENSURING COMPLIANCE. FOR EXAMPLE, THE ALLOCATION OF A SPECIFIC MANUFACTURER'S CODE MARKED ON EACH OF THE OPTICAL DISCS PRODUCED. THIS ENABLES THE AUTHORITIES TO IDENTIFY THE SOURCE OF PRODUCTION OF THE OPTICAL DISCS DISTRIBUTED IN THE DOMESTIC MARKET OR EXPORTED ABROAD. THE IDENTIFICATION OF THE PLANT RESPONSIBLE FOR PRODUCING THE OPTICAL DISCS MAY BE ASCERTAINED BY FORENSIC EXAMINATION – A TASK CARRIED OUT BY THE CHEMISTRY DEPARTMENT OF MALAYSIA.

**TO FURTHER ENHANCE OUR COMPLIANCE AND ENFORCEMENT REGIMES A HIGH LEVEL ANTI PIRACY TASK FORCE WAS FORMED IN 1999. LED BY A CABINET MINISTER THE MEMBERSHIP OF THE TASK FORCE INCLUDES GOVERNMENT ENFORCEMENT AGENCIES LIKE THE ROYAL MALAYSIAN POLICE, ROYAL CUSTOMS AND EXCISE DEPARTMENT, LOCAL GOVERNMENT AUTHORITIES AND THE NATIONAL CENSORSHIP BOARD. THESE AUTHORITIES HAVE POWERS TO ENFORCE LEGISLATION WITH REGARDS TO THE PREMISES USED TO DISTRIBUTE OR PRODUCE ILLEGAL MATERIALS SUCH AS OPTICAL DISCS. THEREFORE EACH AUTHORITY MAY ACT ACCORDINGLY IF ANY ACTIVITIES CONTRAVENE THE RESPECTIVE LEGISLATION.**

**A SIMILAR TASK FORCE WAS FORMED IN 2003 FOR THE PURPOSE OF COMBATING COUNTERFEITING AND TO FACILITATE THE EXCHANGE OF INFORMATION.**

**LADIES AND GENTLEMEN:**

**THE WORK OF THESE TASK TEAMS HAS UNDERPINNED THE THIRD OF OUR STRATEGIES – EFFECTIVE ENFORCEMENT.**

**THE MALAYSIAN GOVERNMENT HAS PUT IN PLACE ENFORCEMENT TEAMS MANNED BY SKILLED AND EXPERIENCED STAFF. WE HAVE CONTINUED TO EXPAND THE NUMBERS AND TRAINING OF SPECIALIZED ENFORCEMENT PERSONNEL. AT PRESENT THE**

**MINISTRY OF DOMESTIC TRADE AND CONSUMER AFFAIRS ENFORCEMENT DIVISION HAS 1,429 ENFORCEMENT OFFICERS IN 57 BRANCHES THROUGHOUT THE COUNTRY. OTHER RELEVANT ENFORCEMENT AGENCIES INCLUDING THE CUSTOMS SERVICE AND THE POLICE ARE ALSO INVOLVED. HOWEVER, THE GOVERNMENT HAS DECIDED TO FURTHER REINFORCE THE DIVISION WITH MORE OFFICERS TO BE APPOINTED IN 2006 INCLUDING THE ADDITION OF 745 NEW INTAKES. OUR AIM IS SIMPLE – WE ARE DETERMINED TO REDUCE COUNTERFEITING AND INTELLECTUAL PROPERTY PIRACY DOWN TO THE LOWEST LEVEL POSSIBLE.**

**THE FORENSIC CAPABILITIES ESTABLISHED IN THE CHEMISTRY DEPARTMENT IN 2002 HAVE ENHANCED THE EFFECTIVENESS OF ENFORCEMENT OF THE OPTICAL DISCS ACT 2000. SIX OF THE 14 RECENT CASES AGAINST LICENSED FACTORIES WERE BASED ON THE FINDINGS OF THE FORENSIC EXAMINATION ON THE SAMPLES OF CD/VCD FOUND BEING DISTRIBUTED IN THE MARKET.**

**IN ORDER TO FACILITATE SWIFT ENFORCEMENT ACTION, THE GOVERNMENT HAS INTRODUCED THE MANDATORY AFFIXING OF SECURITY LABELS ON CD/VCD/DVD TO ENABLE CONSUMERS AND ENFORCEMENT OFFICERS TO DIFFERENTIATE INSTANTLY BETWEEN ORIGINALS AND PIRATED PRODUCTS. THE LAW MADE UNDER TRADE DESCRIPTIONS ACT 1972 REQUIRES THAT COPYRIGHT OWNERS PURCHASE THE LABELS FROM THE MINISTRY AND AFFIX TO THE PRODUCTS FOR DISTRIBUTION. ANY**

**CD/VCD/DVD FOUND IN THE MARKET WITHOUT THE LABEL, OR MORE COMMONLY KNOWN AS A HOLOGRAM ARE DEEMED TO BE PIRATED ONES AND MAY BE SEIZED AND THE PERSON RESPONSIBLE FOR ITS DISTRIBUTION IS DEEMED TO HAVE COMMITTED AN OFFENCE. THE SALE OF THIS HOLOGRAM IS SUBJECT TO THOROUGH SCRUTINY AND ONLY COPYRIGHT OWNERS WHO CAN PROVE OWNERSHIP OF THEIR RIGHTS ARE ALLOWED TO PURCHASE.**

**IN ORDER TO DEAL EFFECTIVELY WITH THE EXPORT OF CONTRABAND CD/DVD'S FROM MALAYSIA, THE MINISTRY HAS FORMED A SPECIAL EXPORT UNIT CONSISTING OF 8 OFFICERS TO MONITOR THE EXIT POINTS AND INTERCEPT THE CD/VCD'S DESTINED FOR EXPORT. THE MINISTRY WORKS CLOSELY WITH THE AIRPORT AUTHORITIES AND COURIER SERVICE OPERATORS AS WELL AS THE CUSTOMS AND EXCISE DEPARTMENT. THE ACTIVE EXCHANGE OF INTELLIGENCE ABOUT ILLEGAL OPERATIONS HAS DONE MUCH TO IMPROVE DETECTION AND PROSECUTION.**

**IN ADDITION EFFORTS HAVE BEEN UNDERTAKEN TO CONTAIN ILLEGAL EXPORT ACTIVITY INCLUDING THE MONITORING OF THE MAIN EXIT POINTS SUCH THE AIR AND SEA PORTS. THE GOVERNMENT, IN COLLABORATION WITH THE INDUSTRY, HAS PUT IN X-RAY SCANNER MACHINES TO IDENTIFY AND TRACE THE MOVEMENT OF ILLEGAL CD/VCD/DVD'S.**

## **OUR FOURTH STRATEGY – THE LEGAL PROCESS.**

**THE MALAYSIAN GOVERNMENT HAS ENHANCED THE EFFECTIVENESS OF INTELLECTUAL PROPERTY PROTECTION. WE HAVE SET UP A SPECIAL PROSECUTION TEAM SPECIFICALLY TO HANDLE IPR CASES AND SENT THEM FOR ADVANCED TRAINING. WE ARE WORKING CLOSELY WITH INDUSTRY PLAYERS TO PROVIDE REWARDS FOR INFORMATION AND WE PLAN TO FURTHER STRENGTHEN OUR SURVEILLANCE UNIT. IN THE NEAR FUTURE WE WILL BE INTRODUCING SPECIAL INTELLECTUAL PROPERTY COURTS TO SPEED UP THE LEGAL PROCESS. HOWEVER, I HAVE TO SAY THAT A LOT STILL NEEDS TO BE DONE TO ENCOURAGE IP OWNERS TO USE THE LEGAL PROTECTION OF THE COPYRIGHT AND PATENTING PROCEDURES AVAILABLE TO THEM.**

**I TURN NOW TO PERHAPS ONE OF THE MOST IMPORTANT STRATEGIES OF ALL – EDUCATION. THE MALAYSIAN GOVERNMENT RECOGNIZES AND HAS RESPONDED TO THE NEED TO RAISE PUBLIC AWARENESS AND ENHANCE CONSUMER EDUCATION. SAD TO SAY MANY OF MY FELLOW CITIZENS ARE STILL NOT AWARE OF THE RISKS TO THEMSELVES AND THEIR CHILDREN THROUGH THE USE OF COUNTERFEIT BRANDED GOODS. FOR EXAMPLE, WE HAVE HAD CASES OF COUNTERFEIT MEDICINES AND OTHER GOODS BEING SOLD THAT ARE POTENTIALLY HAZARDOUS.**

**WE HAVE BEEN PROACTIVE IN THE EDUCATION FIELD THROUGH MOUNTING ROAD SHOWS, INCREASED MEDIA EXPOSURE, ADVERTISING AND EDUCATIONAL INFORMATION PACKS. THERE IS STILL A LOT TO BE DONE; FOR EXAMPLE, WE ARE CONSCIOUS OF THE NEED TO RAISE PUBLIC AWARENESS OF WHAT CONSTITUTES QUALITY, RELIABILITY AND THE VALUE OF PURCHASING GOODS WITH THE REALISTIC OPTION OF REDRESS FOR UNSATISFACTORY MERCHANDISE. FURTHERMORE, I AM ACUTELY AWARE OF THE NEED TO RAISE PUBLIC UNDERSTANDING OF THE DELETERIOUS ECONOMIC EFFECTS OF PIRACY AND COUNTERFEITING.**

**FINALLY, LADIES AND GENTLEMEN, HOW SUCCESSFUL HAVE OUR STRATEGIES BEEN? LET ME SHARE SOME FIGURES WITH YOU.**

**UP TO OCTOBER 2005, ENFORCEMENT OFFICERS HAVE CONDUCTED MANY RAIDS LEADING TO THE SEIZURE OF OVER 32 MILLION CD/VCD/DVD'S WITH A STREET VALUE IN EXCESS OF RM350 MILLION (ALMOST USD 100 MILLION).**

**ACCORDING TO FIGURES RELEASED BY THE MOTION PICTURE ASSOCIATION OF MALAYSIA, THE PIRACY OF MOTION PICTURES HAS BEEN REDUCED STEADILY FROM 85% IN 1999 TO 75% IN 2001 AND REDUCED FURTHER IN 2003 TO 50%.**

**FOLLOWING THE BAN ON OPEN SELLING OF CD/VCD'S WHICH TOOK EFFECT FROM 8TH AUGUST 2001 WE HAVE MANAGED TO REDUCE THE NUMBER OF ILLEGAL OUTLETS FROM 2,400 IN JULY 2001 TO ONLY 830 TWO MONTHS LATER. THE BAN IS STILL ENFORCED AS WE ARE AWARE THAT THERE REMAIN SOME 541 CLANDESTINE hardcore OPERATORS WITH AN UNKNOWN NUMBER OF AGENTS ABETTING THEM.**

**SINCE WE STRENGTHENED THE LEGISLATION THE MALAYSIAN COURTS HAVE IMPOSED MUCH HEAVIER SENTENCES INCLUDING IN ONE RECENT CASE A FINE OF RM7.3 MILLION AND IMPRISONMENT OF 3 YEARS. 1200 MORE CASES HAVE BEEN REGISTERED 740 OF WHICH ALREADY HAVE TRIAL DATES. WE WELCOME THESE DETERRENT SENTENCES FOR IT SERVES AS A BRAKE ON THOSE WHO MIGHT BE TEMPTED INTO ILLEGAL ACTIVITIES.**

**THE MINISTRY HAS TAKEN 1522 CASES FOR COUNTERFEITING INVOLVING THE SEIZURE OF 815,021 CD/VCD/DVD'S WITH A COMBINED STREET VALUE OF OVER RM7.0 MILLION. I AM PLEASED TO REPORT THAT THE SPECIAL EXPORT UNIT HAS DOUBLED ITS SEIZURE RATE TO 452,000 UNITS IN LESS THAN A YEAR.**

**SO, LADIES AND GENTLEMEN, WHILST WE ARE NOT COMPLACENT, WE CAN RIGHTLY CLAIM SOME CONSIDERABLE SUCCESSES. HOWEVER, THE MALAYSIAN GOVERNMENT IS WELL AWARE THAT**

**THIS IS NOT A PROBLEM THAT WILL FADE AWAY NOW THAT WE HAVE TACKLED ITS WORST EXCESSES. OUR INTENTION IS TO MAINTAIN THE PRESSURE AND REMAIN VIGILANT. WE WILL LISTEN TO AND CAREFULLY EVALUATE ANY IDEAS OR ACCOUNTS OF THE EXPERIENCES OF OTHERS THAT WILL ENHANCE OUR WORK IN THIS AREA FOR MALAYSIA PRIDES ITSELF ON BEING A RESPONSIBLE MEMBER OF THE WORLD COMMUNITY.**

**WITH THOSE WORDS MAY I THANK YOU ONCE AGAIN FOR YOUR INVITATION AND FOR YOUR ATTENTION THIS AFTERNOON.**

**MINISTRY OF DOMESTIC TRADE AND CONSUMER AFFAIRS  
7<sup>TH</sup> NOVEMBER 2005.**

## **ADDENDUM**

### **1. THE ESTABLISHMENT OF THE SPECIAL EXPORT UNIT**

**IN ORDER TO DEAL EFFECTIVELY WITH THE EXPORT OF CONTRABAND CD/DVD'S FROM MALAYSIA, THE MINISTRY HAS FORMED A SPECIAL EXPORT UNIT CONSISTING OF 8 OFFICERS TO MONITOR THE EXIT POINTS AND INTERCEPT THE CD/VCD'S DESTINED FOR EXPORT. THE MINISTRY WORKS CLOSELY WITH THE AIRPORT AUTHORITIES AND COURIER SERVICE OPERATORS AS WELL AS THE CUSTOMS AND EXCISE DEPARTMENT AND THERE IS AN ACTIVE EXCHANGE OF INTELLIGENCE ABOUT ILLEGAL OPERATIONS.**

### **2. RATES OF DETECTION**

**THE STATISTICS SHOW A MARKED INCREASE IN THE RATE OF DETECTION AND CONFISCATION BY THE MDTCA:-**

<b>YEAR</b>	<b>UNITS SEIZED</b>	<b>VALUE</b>
<b>2002</b>	<b>96,117</b>	<b>RM 480,582</b>
<b>2003</b>	<b>282,224</b>	<b>RM 1.6 MILLION</b>
<b>2004</b>	<b>213,470</b>	<b>RM 1.7 MILLION</b>
<b>2005 (OCTOBER)</b>	<b>452,200</b>	<b>RM 3.5 MILLION</b>

**MOST OF THE OPTICAL DISC SEIZED WERE MAINLY DVD'S AND CD'S FOLLOWED BY ELECTRONIC ENTERTAINMENT AND COMPUTER SOFTWARE. DVD'S AND CD'S WERE MOSTLY DESTINED FOR ENGLISH SPEAKING COUNTRIES AND ELECTRONIC ENTERTAINMENT FOR THE MIDDLE EAST MARKET.**

### **3. THE PURCHASE OF HOLOGRAM LABELS**

**THE LAW MADE UNDER TRADE DESCRIPTIONS ACT 1972 REQUIRES THAT COPYRIGHT OWNERS PURCHASE THE LABELS FROM THE MINISTRY AND AFFIX TO THE PRODUCTS FOR DISTRIBUTION. ANY CD/VCD/DVD FOUND IN THE MARKET WITHOUT THE LABEL OR MORE COMMONLY KNOWN AS HOLOGRAM ARE DEEMED TO BE PIRATED ONES AND MAY BE SEIZED AND THE PERSON RESPONSIBLE FOR ITS DISTRIBUTION IS DEEMED TO HAVE COMMITTED AN OFFENCE.**

### **4. AMENDMENTS TO THE COPYRIGHT ACT**

**PURPOSE: TO PROVIDE MORE DETERRENT FINES AND MORE ENFORCEMENT POWERS FOR THE OFFICERS.**

**THE GOVERNMENT HAS AMENDED THE COPYRIGHT ACT 1987 PROVIDING THE POWER TO ARREST THE OFFENDERS WITHOUT WARRANT AND TO REMAND THEM FOR A MAXIMUM PERIOD OF 14 DAYS FOR THE PURPOSE OF INVESTIGATIONS, ALSO PROVIDING**

**FOR MINIMUM FINE OF A SUM NOT LESS THAN RM2,000.00. THIS MAY BE IMPOSED BY A COURT SUBJECT TO THE MAXIMUM AMOUNT NOT EXCEEDING RM20,000.00 FOR EACH INFRINGING COPY OR IMPRISONMENT FOR A TERM NOT EXCEEDING FIVE YEARS OR BOTH. FOR OFFENCES IN CONNECTION WITH THE MAKING OR POSSESSION OF CONTRIVANCES, THE PUNISHMENT IS A FINE OF A SUM NOT LESS THAN RM4,000.00 AND NOT EXCEEDING RM40,000.00 IN RESPECT OF EACH CONTRIVANCE, OR IMPRISONMENT FOR A TERM NOT EXCEEDING TEN YEARS OR BOTH. FOR OFFENDERS IN RELATION TO CIRCUMVENTION OF TECHNOLOGIES MEASURES, THE PENALTY IS A FINE NOT EXCEEDING RM 250,000.00 OR IMPRISONMENT FOR A TERM NOT EXCEEDING FIVE YEARS OR BOTH.**

## **5. IDENTIFYING AND PROSECUTING ILLEGAL OPERATIONS**

**THE IDENTIFICATION OF THE PLANT RESPONSIBLE FOR PRODUCING THE OPTICAL DISCS MAY BE ASCERTAINED BY FORENSIC EXAMINATION – A TASK CARRIED OUT BY THE CHEMISTRY DEPARTMENT OF MALAYSIA. IF AN OFFENCE IS PROVEN THE LICENSES OF THE MANUFACTURERS MAYBE REVOKED AND ANY MACHINERY MAY BE LIABLE TO CONFISCATION. SINCE THE ENFORCEMENT OF THIS ACT, THE MINISTRY HAS TAKEN 14 CASES AGAINST LICENSED FACTORIES FOR FLOUTING THE LAW AND 29 OTHER CASES AGAINST ILLEGAL FACTORIES FOR OPERATING WITHOUT LICENSES.**

## **6. TYPES OF ILLEGAL GOODS IMPORTED INTO MALAYSIA.**

**OUR RECENT RESEARCH SHOWS THAT UNLIKE OPTICAL DISCS PIRACY, WHICH ARE MAINLY DOMESTIC PRODUCTS, THE VARIETY OF COUNTERFEIT GOODS ILLEGALLY DISTRIBUTED IN MALAYSIA ARE GENERALLY IMPORTED FROM CERTAIN DEVELOPING COUNTRIES. PRODUCTS SUCH AS COUNTERFEIT BRANDS OF MEDICINES, ELECTRICAL APPLIANCES, VEHICLE PARTS, LEATHER GOODS WATCHES, CIGARETTES AND MANY MORE THAT MAY BE FOUND IN DOMESTIC MARKETS ARE SMUGGLED INTO THE COUNTRY BY WAY OF FALSIFIED OR FORGED DOCUMENTS OR FALSE DECLARATIONS. THOUGH THE LEVEL OF COUNTERFEITING IS NOT AS ALARMING AS THE COPYRIGHT PIRACY, OUR ENFORCEMENT OFFICERS ARE CONSTANTLY BUSY MOUNTING RAIDS ACROSS THE COUNTRY. ACCORDING TO THE INDUSTRY STATISTICS IMITATION BRAND CIGARETTES FORM ABOUT 1% OF THE TOTAL CIGARETTES SOLD.**