

# The AIM Anti-Counterfeiting Committee

**JULY 2022**



## The AIM Anti-Counterfeiting Committee

AIM is the European Brands Association. AIM's membership comprises corporate members and national associations. Altogether, AIM represents directly or indirectly some 2,500 companies ranging from SMEs to multinationals. Members are manufacturers of branded consumer products that are united in their purpose to build strong, evocative brands and as such place the consumer at the heart of what they do. AIM's corporate members alone invested €14 billion annually in R&D in Europe in 2014. It places them at fifth in the EU rank for EU R&D investment.

AIM's mission is to create for brands an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come.

For over 30 years AIM has coordinated the Anti-Counterfeiting Committee, bringing together AIM members with other associations, organisations and companies who are also affected by the menace of counterfeiting and piracy.

Attached are brief overviews of the associations and organisations with whom we work in this Committee, together with a complete membership list (including the corporate members) and an explanatory diagram.

For further information, feel free to contact us:

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[www.aim.be](http://www.aim.be)

## The AIM Anti-Counterfeiting Committee

### Mission:

- To act as a strong, coherent voice for European industry in the fight against the manufacture, distribution and sale of counterfeit and pirated items
- To engage in worldwide cooperation with all public and private sector stakeholders, including law enforcement agencies and public policy makers

### Operation & Methodology:

- The AIM Anti-Counterfeiting Committee has been established for over 30 years and brings together AIM members with other industry associations/organisations and companies with the shared goal of combating counterfeiting and piracy
  - Our Committee Chairmen are always recognised industry experts. Current Chairman: Joeri Mombers (Signify) and Vice-Chair: Jenny Barker (GlaxoSmithKline)
  - We hold 2 full meetings per year, with speakers from institutions, authorities and/or industry allowing for active debate; constant e-mail contact between meetings to keep the membership updated as issues develop
  - We support enforcement of current European IPR legislation in relation to counterfeit and pirated goods and advocate for the adoption and implementation of appropriate European laws to deal with counterfeiters and other infringers
  - We support the customs regime and provide an effective and practical industry interface with European Customs Authorities
  - We support and where possible help to build pan-European and worldwide tools to help customs and industry to combat infringements, such as the European Observatory's Enforcement Database and WCO's IPM, and advocate for their interoperability with other electronic databases such as COPIS and national solutions
  - We participate in cross-industry European anti-counterfeiting policies and actions, including through our role as a founding, and active, member of European Observatory on Infringements of Intellectual Property Rights
  - We act as conduit for information-sharing between all stakeholders and other interested parties
  - We provide industry input on counterfeiting and piracy to support European dialogues with third countries
  - We identify key issues affecting industry at large leading to holistic, targeted advocacy before the authorities
  - We share best practice on combating counterfeiting and piracy, drawing on the expertise and experiences of our diverse membership
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## Industry Association/Organisation members of the AIM Anti-Counterfeiting Committee



### Association Belge Anti- Contrefaçon

ABAC-BAAN, established in 1995, is a non-profit organisation which defends the interests of intellectual property right holders. Located in Belgium it was created by several reputed trade marks holders who were victims of counterfeiting in Belgium and Luxembourg. Many different branches of the industry are represented, from luxury goods to common consumer goods, such as clothing, sports equipment, leather goods, perfumes, toys and entertainment.



### ACG - Anti-Counterfeiting Group UK

The Anti-Counterfeiting Group (ACG) represents the interests of around over 3000 brands in 20 different countries. ACG works through high profile media campaigns, IP roadshows, and conferences to change society's perception of counterfeiting and to underline the damaging economic and social cost of fakes. ACG lobbies all levels of government, from local to international, for more enforcement resources and to bring in the necessary legislation to protect society from the increasing global threat of counterfeiting.

For further information: [info@a-cg.com](mailto:info@a-cg.com)  
[www.a-cg.com](http://www.a-cg.com)

### ANDEMA - Spanish Anti-Counterfeiting Group



Founded in 1989 by the Spanish High Council of Chambers of Commerce, Industry and Navigation, ANDEMA is a non-profit business association, composed of 60 industrial and intellectual property rights owners of a wide range of sectors including clothes, shoes, leather, jewellery, foodstuffs, wines, spirits, beauty products, telecommunications, tobacco, hotels, pallets, toys and taps.

ANDEMA seeks to defend intellectual and industrial property rights at any level, for which it carries out some lobbying activity. ANDEMA is very active in the fight against counterfeiting, cooperating in educational programs and in public awareness campaigns.

ANDEMA also deals with other fields of activity relevant to intellectual and industrial property rights: fiscal fraud, parallel trade, electronic trade, unfair competition, trade marks and innovation and design.

For further information: [andema@cscamaras.es](mailto:andema@cscamaras.es)  
[andema.camaras.org](http://andema.camaras.org)



### **APM - German Anti-Counterfeiting Association**

Founded by the Association of German Chambers of Commerce and Industry (DIHK), the Federation of German Industry (BDI) and the German Brands Association (Markenverband), the Aktionskreis gegen Produkt- und Markenpiraterie e.V. (APM) (German Anti-Counterfeiting Association) aims to promote adherence to rules protecting intellectual property, to protect business from the violation of such rules, and to combat crime in that area. Its members are well-known companies from a variety of different sectors. APM advocates for adequate legislation, raises public awareness and fosters the exchange of experiences.

For further information: [info@apm.net](mailto:info@apm.net)  
[www.apm.net](http://www.apm.net)



### **BABM - Belgilux Association of Branded Products Manufacturers**

BABM is the Belgilux Association of Branded Products Manufacturers and AIM's National Association. It represents the branded fast moving consumer goods industry in Belgium and Luxembourg on key issues which affect the ability of brand manufacturers to design, distribute and market their brands.

BABM was founded in 1994 and current membership includes 50 companies producing national and international branded products in the BeLux area.

For further information: [babm@babm.be](mailto:babm@babm.be)  
[www.babm.be](http://www.babm.be)



### **BIEM - Bureau des Sociétés gérant les Droits d'Enregistrement et de Reproduction Mécanique**

BIEM is the international organisation representing mechanical rights societies. Mechanical rights societies exist in most countries. They license and collect royalties on the reproduction of songs (including musical, literary and dramatic works). Their members are authors, composers and music publishers. They also license the mechanical rights in downloading and streaming music via the Internet. BIEM represents 55 societies from 59 countries and promotes the interests of its member societies, particularly in forums relating to authors' rights.

For further information: [info@biem.org](mailto:info@biem.org)  
[www.biem.org](http://www.biem.org)



### **British Brands Group**

The members of the British Brands Group, the National Association of AIM, comprise many of the world's leading brand manufacturers, all committed to ensuring that brands and their contribution to consumers, society and the economy are understood and reflected in UK policy. While building a deeper understanding of brands is the Group's primary role, it also represents its members collectively when regulatory or commercial issues arise that may inhibit the ability of brands to deliver their benefits.

For further information: [info@britishbrandsgroup.org.uk](mailto:info@britishbrandsgroup.org.uk)  
[www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk)



### **BUSINESSEUROPE - the Confederation of European Business**

BUSINESSEUROPE is the leading advocate for growth and competitiveness at European level, standing up for companies across the continent and campaigning on the issues that most influence their performance. A recognised social partner, it speaks for all-sized enterprises in 34 European countries whose national business federations are BUSINESSEUROPE's direct members.

For further information: [main@businessseurope.eu](mailto:main@businessseurope.eu)  
[www.businessseurope.eu](http://www.businessseurope.eu)



### **Comité Colbert - French Luxury Goods Association**

Founded in 1954, the Comité Colbert gathers 81 French luxury houses, 14 cultural institutions and 6 European members sharing common values of Heritage and Creation and contributing to the European soft power.

The Comité Colbert represents an industry that is a major driver of economic growth and employment. It is a preferred interlocutor for public authorities in France, Europe and the rest of the world and focuses on key priorities: protecting creativity through intellectual property rights, promoting savoir-faire and skills and advocating for a fair access to markets.

To promote its members globally, the Comité Colbert formulates a collective strategy in order to complement individual brands identity, and to highlight the creativity and outstanding craftsmanships of the sector. On all 5 continents, it plans events illustrating the close ties between luxury and culture therefore being a key actor of cultural diplomacy.

For further information: [info@comitecolbert.com](mailto:info@comitecolbert.com)  
[www.comite-colbert.com](http://www.comite-colbert.com)



### CropLife Europe

CropLife Europe represents sustainable crop protection solutions: innovative and science-based, our solutions keep crops healthy and contribute to providing Europeans with a safe, affordable, healthy, and sustainable food supply.

We promote modern farming practices and champion the use of innovation and technology for a more sustainable model of agriculture.

Our members provide a wide variety of innovative farm solutions:

- Our members are market leading companies that develop and supply **pesticides and biopesticides** to organic, conservation (low till, no till), agroforestry and conventional agriculture models.
- Our members invest in **precision applications**, which enable delivery of the minimum amount of product, at the right place, at the right time.
- Our members look for future **plant biotech** traits that will enable crops to thrive in difficult conditions or provide greater benefit in people's diets.

*CropLife Europe formerly known as European Crop Protection Association has expanded its scope of mandate as of 1<sup>st</sup> of January 2021. Alongside pesticides, CropLife Europe will represent 22 company members and 32 national associations in the area of digital and precision farming, plant biotech innovation and biopesticides.*

For further information: [croplife@croplifeeurope.eu](mailto:croplife@croplifeeurope.eu)  
[www.croplifeeurope.eu](http://www.croplifeeurope.eu)



### EFPIA - The European Federation of Pharmaceutical Industries and Associations

EFPIA represents the research-based pharmaceutical industry operating in Europe. Through its direct membership of 33 national pharmaceutical industry associations and 40 leading pharmaceutical companies, EFPIA is the voice on the European scene of about 2,000 companies committed to researching, developing and bringing to patients new medicines that improve health and the quality of life around the world. EFPIA has the broad objective of improving the competitiveness of the pharmaceutical industry in Europe in a regulatory and political environment which above all stimulates R&D and rewards innovation.

For further information: [reception@efpia.eu](mailto:reception@efpia.eu)  
[www.efpia.eu](http://www.efpia.eu)



### **IFPI - International Music Industry Association**

IFPI represents the recording industry worldwide with over 1300 record companies in 66 countries and affiliated industry associations in 55 countries. IFPI's priorities are fighting music piracy, promoting fair market access and adequate copyright laws, helping develop the legal conditions and the technologies for the recording industry to prosper in the digital era and promoting the value of music in the development of economies, as well as in social and cultural life

For further information: [euroinfo@ifpi.org](mailto:euroinfo@ifpi.org)  
[www.ifpi.org](http://www.ifpi.org)



### **INDICAM - Italian Anti-Counterfeiting Group**

INDICAM represents over 160 companies, industry associations, law and IP firms, security consultants and other organisations engaged daily against counterfeiting activities that hit branded products.

INDICAM is active in Italy and internationally, in developing IP rights and anti-counterfeiting awareness and culture and in lobbying for better anti-counterfeiting legislation and its stricter enforcement. Side-by-side support and work with police forces, customs and other authorities is a common duty for the association, as well as training and innovation in the fight against fakes.

INDICAM is the sister organisation to Centromarca, AIM's National Association in Italy.

For further information: [info@indicam.it](mailto:info@indicam.it)  
[www.indicam.it](http://www.indicam.it)



### **ISFE - Interactive Software Federation of Europe**

ISFE, the Interactive Software Federation of Europe, represents the European video game industry which produces entertainment and educational software for use on personal computers, game consoles, portable devices and mobile phones. It is the fastest growing content sector in Europe.

ISFE helps the video game industry reach its full potential throughout Europe and worldwide by securing effective legislation to protect intellectual property rights, adequate enforcement of such legislation and unrestricted access to markets, both off-line and on-line.

For further information: [info@isfe.eu](mailto:info@isfe.eu)  
[www.isfe.eu](http://www.isfe.eu)



### **IVF - International Video Federation**

The members of the International Video Federation are associations representing businesses active in all segments of the film and audiovisual sector in Europe. Their activities include the development, production, and distribution of films and audiovisual content as well as their publication on digital media and in online channels.

For further information: [info@ivf-video.org](mailto:info@ivf-video.org)  
[www.ivf-video.org](http://www.ivf-video.org)



### **Markenartikelverband – Austrian Brands Association**

Founded in 1925 by leading Austrian branded consumer goods manufacturers to represent and protect their interests in subjects of unfair competition. Since then the Austrian Brands Association has always been focusing on Fast Moving Consumer Goods, nowadays comprising 100 member companies who employ around 4500 collaborates achieving a total of 8,5 bn€ annually.

Markenartikelverband defends the interest of its members in the legislative process via common positions and constructive dialogue, striving for free and fair competition. Austrian Brands Association moreover specifically promotes the value of brands by organizing and implementing a common outdoor and digital campaign - every February since 1995, more than 30 companies participating.

For further information: [office@mav.at](mailto:office@mav.at)  
[www.mav.at](http://www.mav.at)



### **Markenverband - German Brands Association**

Founded in 1903 by leading German branded consumer goods manufacturers in their fight against unfair competition, the German Brands Association, Markenverband, today represents some 380 branded goods and services companies with an annual turnover of c. €350 bn. It is AIM's National Association in Germany.

Markenverband's activities cover a broad spectrum, from political lobbying for a brand-friendly legal and competitive environment, including freedom of advertising and effective IP protection, to member services like workshops and conferences on relevant issues. Markenverband represents its members on questions of general concern before the German Patent and Trade Mark Office, the German Customs Organisation and in the Advisory Committee of the German NIC (DeNIC) on the TLD .de. Amongst other issues, especially important fields of work are the fight against counterfeits and look-alikes, unfair competition and competition law and also CSR and consumer policy.

For further information: [info@markenverband.de](mailto:info@markenverband.de)  
[www.markenverband.de](http://www.markenverband.de)



### **MPA - Motion Picture Association**

The Motion Picture Association (MPA) serves the interests of major motion picture companies, home video and television industries in the global marketplace. The MPA (working with local Content Protection Organisations) investigates and reports on activities infringing intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts educational outreach programs to teach movie fans around the world about the harmful effects of copyright theft. The member film studios in aggregate are the largest investors in the European film industry, as well as investing in local co-productions, acquiring local productions and carrying out a wide array of post-production work here. These activities generate thousands of jobs each year in Europe.

For further information: [info@mpaa.org](mailto:info@mpaa.org)  
[www.mpaa.org](http://www.mpaa.org)



### **Promarca - Swiss branded goods association**

Founded in 1929, Promarca defends the interests of almost 100 branded consumer goods companies in Switzerland by strengthening and protecting the values attached to brands within the context of a fair market. Promarca, which is AIM's National Association, promotes awareness of the value of brands and the importance of their protection, including counterfeiting, imitation and infringement. It defends the interests of its members in the legislative process via common positions and constructive dialogue, supporting free and fair competition.

For further information: [info@promarca.ch](mailto:info@promarca.ch)  
[www.promarca.ch](http://www.promarca.ch)

**RusBrand – Russian Association of Branded Goods Manufacturers**

RusBrand, the non-profit Association of Branded Goods Manufacturers in Russia, was established in spring 2002 by more than 20 leading consumer goods manufacturers and is AIM's National Association. It is the first large-scale effort in Russia to unite both Russian and international manufacturers to further their interests and serve as the voice of the branded goods industry. To date, RusBrand has 54 member companies working to create an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers. RusBrand in many ways represents a positive new era in the Russian business - a stable, growing, economy where businesses can function in a more principled, open environment.

For further information: [info@rusbrand.com](mailto:info@rusbrand.com)  
<http://www.rusbrand.com/en/>

**TIE - Toy Industries of Europe**

Toy Industries of Europe (TIE) is the trade association for the European toy industry. The toy industry is highly international and is one of the most dynamic business sectors in Europe. Over 99% of the sector is composed of small and medium sized enterprises (SMEs), which have less than 50 employees. Members of TIE include corporate companies as well as national associations from Bulgaria, Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and the UK.

For further information: [info@toyindustries.eu](mailto:info@toyindustries.eu)  
[www.toyindustries.eu](http://www.toyindustries.eu)

**Union des Fabricants - French Anti-Counterfeiting Association**

Union des Fabricants, the French anti-counterfeiting association, is a unique observatory for protecting intellectual property rights. Its task, which is in the public interest, benefits to all its members, providing them with a forum for obtaining and exchanging information.

Union des Fabricants works with government departments, dialogues with national and international bodies, organises trainings or actions and communicates with the general public.

The main tasks of Union des Fabricants are to:

- inform and support companies and professionals;
- exchange with government departments;

- create consumer awareness;
- ensure media coverage;
- act and influence; and
- organise authentication trainings with authorities in charge of fighting against counterfeiting (mainly customs, but also police, gendarmerie, judges.)

For further information: [rmessali@unifab.com](mailto:rmessali@unifab.com)  
[www.unifab.com](http://www.unifab.com)

<b>Industry Association/Organisation and Corporate members of the AIM Anti-Counterfeiting Committee</b>
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**ABAC-BAAN** – Belgian Anti-Counterfeiting Group

**ACG** – Anti-Counterfeiting Group UK

**ANDEMA** – Spanish Anti-Counterfeiting Group

**APM** – German Anti-Counterfeiting Association

**Apple**

**BABM** – Belgilux Association of Branded Products Manufacturers (National Association of AIM)

**Bacardi Martini**

**Beiersdorf**

**BEL Group**

**BIEM** – Bureau des Sociétés gérant les Droits d'Enregistrement et de Reproduction Mécanique

**British Brands Group** - British branded goods association (National Association of AIM)

**Burberry**

**BUSINESSEUROPE** – the Confederation of European Business

**Chanel**

**Colgate-Palmolive**

**Comité Colbert** – French Luxury Goods Association

**CropLife Europe**

**Danone**

**Diageo**

**EFPIA** – European Federation of Pharmaceutical Industries and Associations

**Estée Lauder**

**Ferrero**

**GSK**

**Haleon**

**Heineken**

**Henkel**

**HP Inc**

**IFPI** - International music industry association

**INDICAM**– Italian Anti-Counterfeiting Group and sister to Centromarca (Italian branded goods association, National Association of AIM)

**ISFE** – Interactive Software Federation of Europe

**IVF** – International Video Federation

**JDE**

**Johnson & Johnson**

**Kellogg**

**The Lavazza Group**

**The LEGO Group**

**Longchamp**

**L'Oréal**

**LVMH**

**Markenverband** – German Brands Association (National Association of AIM)

**Markenartikelverband** – Austrian Brands Association (National Association of AIM)

**Mars**

**Maus Frères**

**Mondelēz**

**MPA** - Motion Picture Association

**Nestlé**

**Nike**

**Pernod Ricard**

**Procter & Gamble**

**Promarca** - Swiss branded goods association (National Association of AIM)

**PUMA**

**RECKITT**

**Royal Philips**

**RusBrand** – Russian Association of Branded Goods Manufacturers (National Association of AIM)

**Signify**

**TIE** – Toy Industries of Europe

**Unilever**

**Union des Fabricants** – French Anti-Counterfeiting Group

European Industry Coordination via the AIM - Anti-Counterfeiting Committee

