



European Brands Protection Council

**EUROPEAN CHAMBER OF
COMMERCE IN HONG KONG**

Perspective from EBPC on [Future Trends]

**Hong Kong – European Union Cooperation in Protecting and Developing
Intellectual Property and Brands:
Current Situation and Future Trends
September 2, 2013
Hong Kong**

Mayank Vaid, Chairman - European Brands Protection Council

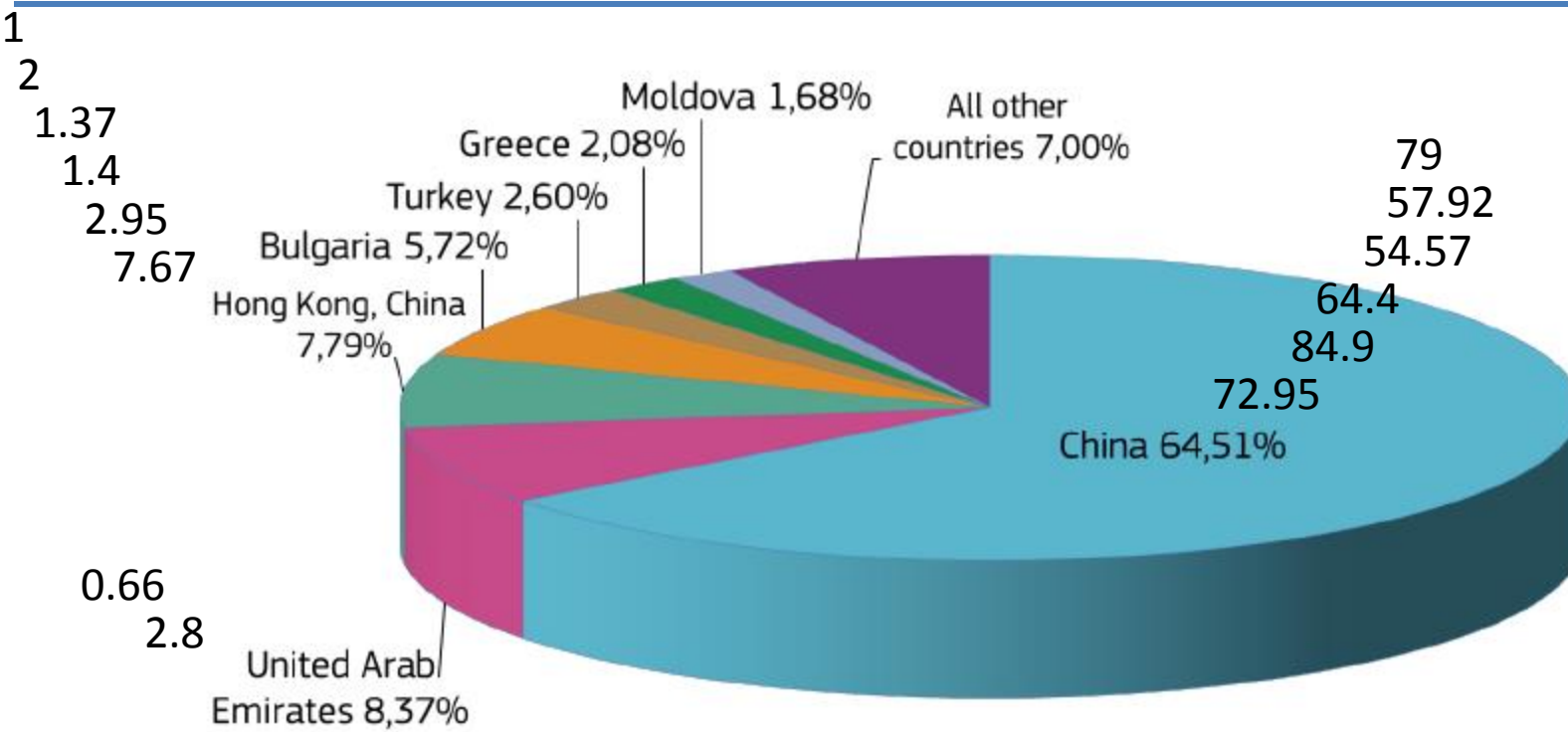








Chart 11 - Country of provenance by **articles**

- Report of the EU Customs Enforcement of IPR – 2012; Release August 3, 2013



DETENTIONS TOTAL	2010	2011	2012
Cases	79,112	91,245 	90,473 
Articles	103,306,928	114,772,812 	39,917,445 
Domestic retail value	€1,110,052,402	€1,272,354,795 	€991,932,686 



Millions

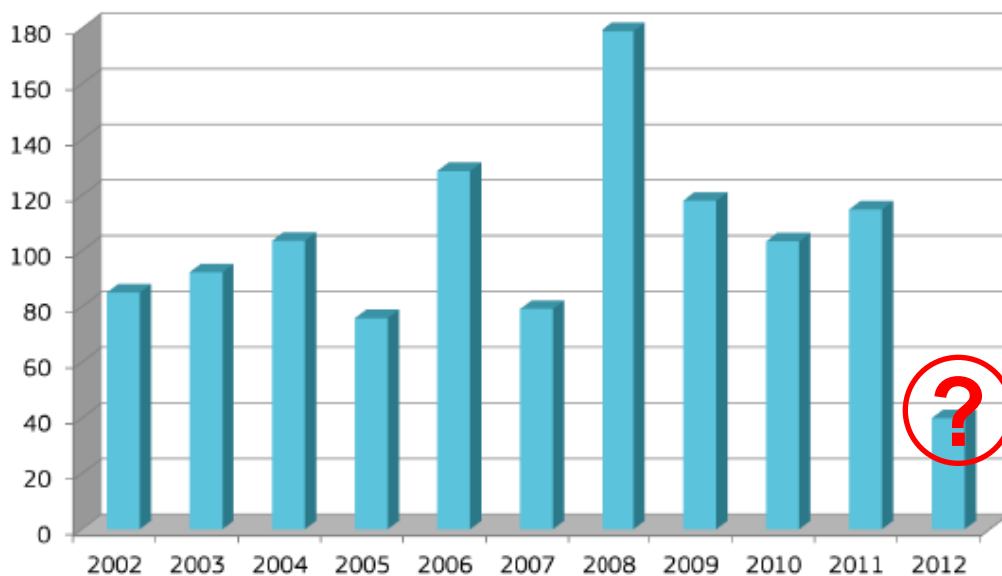


Chart 4 - Number of articles

Year	Number of articles
2002	84.951.039
2003	92.218.700
2004	103.546.179
2005	75.733.068
2006	128.631.295
2007	79.076.458
2008	178.908.278
2009	117.959.298
2010	103.306.928
2011	114.772.812
2012	39.917.445



	2010			2011			2012		
	Cases	Articles	Value	Cases	Articles	Value	Cases	Articles	Value
air	18,645	6,312,931	203,850,984	19,850	5,763,876	196,922,961	16,784	5,776,904	139,394,561
express	2,101	3,409,512	26,950,564	6,135	3,392,942	85,186,803	7,936	1,983,909	42,600,559
post	48,997	1,035,443	36,568,575	57,404	1,911,079	85,186,803	55,933	1,071,351	42,600,559
sea	3,602	84,331,346	730,012,433	3,469	77,996,574	808,046,488	3,690	23,400,358	501,139,444

	2010			2011			2012		
	Art Case	Valu Case	Valu Art	Art Case	Valu Case	Valu Art	Art Case	Valu Case	Valu Art
air	339	10,933	32	290	9,921	34	344	8,305	24
express	1,623	12,827	8	553	13,885	25	250	5,368	21
post	21	746	35	33	1,484	45	19	762	40
sea	23,412	202,669	9	22,484	232,934	10	6,342	135,810	21

- High value items are being shipped through post
- Large quantity shipments still by sea
- Prioritizing enforcement: Sea, Express, Air and Post



Global Economics

Cost of Labor

Exchange Rates

Regional Politics

FTAs

Consumer

Law Enforcement



- ❑ Council's role in bridging the gap(s)
 - Inviting more stakeholders
 - industry members and associations;
 - service partners;
- ❑ Identified areas of co-operation
 - HK Customs & Excise
 - MoU with WCO, August 30 2013
 - Facilitate data and statistical exchange
 - Share case studies from the region