



Media Backgrounder

Counterfeiting & Piracy in Canada | CACN Reality Tour 2.0

Counterfeiting & Piracy in Canada*

- The RCMP estimates that the cost to the Canadian economy from counterfeiting and piracy is in the billions, and the number of goods being counterfeited continues to climb as new products constantly appear on the scene - leaving no part of Canadian markets immune to the effects of this type of criminality.
- Counterfeiting impairs the ability of Canadian companies to export their products around the world. Canadian ice wine producers for example, estimate that legitimate sales have dropped by more than 50 percent in some markets due to counterfeits.
- Counterfeit products raise serious health and safety concerns for consumers. Recent Canadian cases of seized goods include: counterfeit blood pressure medication, counterfeit shampoo contaminated with bacteria from drug stores in several Canadian provinces, extremely flammable counterfeit extension cords, and circuit breakers with counterfeit certification marks-found in an intensive care ward of a Canadian hospital used to power life-support equipment.
- According to the RCMP, recent years have seen an increase in the diversity and number of dangerous counterfeit products being brought into or illegally manufactured in Canada; and there is a link between organized crime and counterfeit goods.
- In 2009, the office of the U.S Trade Representatives elevated Canada to its Priority Watch List in the 2009 Special 301 Report which covers "the adequacy and effectiveness of intellectual property rights (IPR) protection by U.S. trading partners". Additionally, the US-based International Intellectual Property Alliance (IIPA) issued a statement on the 2009 Special 301 Report, noting ongoing concerns related to copyright law and enforcement developments in Canada.

About the Canadian Anti-Counterfeiting Network

- The Canadian Anti-Counterfeiting Network (CACN) is a coalition of individuals, companies, firms and associations that have united in the fight against product counterfeiting and copyright piracy in Canada and internationally
- More information available at www.cacn.ca

About the CACN Reality Tour 2.0

- The CACN Reality Tour 2.0 is a multidimensional educational cross-country initiative presented by a joint partnership of industry and government, through the Canadian Anti-Counterfeiting Network (CACN) and the Canadian law enforcement community.
- The main component of the "Reality Tour" offers law enforcement free training workshops that provide a complete overview of how to combat IP crimes in Canada.

For more information, please contact:

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