



Conference agrees to make markets fake-free

29 March 2010: On Friday 26th March the coalition behind the 'Real Deal Charter', the national campaign designed to banish illegal counterfeit and pirated goods from UK markets and car boot sales, came together to champion the Real Deal.

The conference was the first to bring together market operators and owners, policy makers, industry representatives, councils, trading standards, police and HMRC officers, to discuss practical ways of combating the increasing problem of counterfeiting in UK markets to ensure they continue to flourish as a vibrant part of our social and economic life.

Delegates heard about the massive impact counterfeiting is having on consumers and legitimate businesses and the work local authorities and enforcement bodies such as Liverpool City Council and Hertfordshire Police are doing on the front line to disrupt an illegal trade that supports serious and organised crime and ensure people don't end up with dangerous goods.

Participants heard that many councils and other market operators have embraced the Real Deal and its national Charter, which is already having a positive impact in preventing illicit traders from accessing UK markets.

Susie Winter from the Alliance Against IP Theft, one of the organisations behind the Real Deal Campaign said:

"The event was a fantastic success, highlighting the important role markets play in towns, cities and rural communities across the UK and the benefits they bring to local communities. However, our markets' long term future is being threatened by criminals who flog sub-standard goods and launder money. This is why it is important to stay vigilant, and swap experiences on how to deal with the sale of fake goods.

"It was great to hear from local authorities who have signed up to the Real Deal Charter, which is a key tool in making markets safer and better places for people to shop, and also hear advice from brand owners on how to spot a fake."

END

Notes to editors: The Real Deal Seminar is took place from 10am – 3.00pm, on Friday 26th March 2010 at the Royal Institute of Chartered Surveyors (RICS), 12 Great George Street, London, SW1P 3AD

For further information, please contact Amy Bourke on amybourke@luther.co.uk or 0207 618 9142

About the Real Deal Campaign

The *Real Deal* national charter is designed to keep traders in counterfeit goods out of UK markets. It was launched at the Trading Standards Institute Annual Conference in Brighton on 30 June 2009. Initiated by the Industry Trust for Intellectual Property Awareness, the Real Deal campaign is



supported by the Local Authorities Coordinators of Regulatory Services (LACORS), The Local Government Association (LGA), the Welsh Local Government Association (WLGA), the Trading Standards Institute (TSI), the National Association of British Market Authorities (NABMA), the Retail Markets Alliance (RMA), the Federation Against Copyright Theft (FACT), the UK IPO, the Anti-Counterfeiting Group (A-CG), Business Action to Stop Counterfeiting and Piracy (BASCAP), the Publishers Licensing Society (PLS), the BPI, ELSPA and the Alliance Against IP Theft.

In effect, all the key organisations, with an interest in this issue in England and Wales, have joined forces under the Real Deal campaign banner to tackle the problem.

Impact of counterfeiting and piracy:

- Counterfeiting of clothing and footwear costs the industry over **£3.5 billion**;
- **25%** of all 'illegal' purchases take place at markets;
- **33%** of buyers of counterfeit DVDs purchase them at car boot sales and markets;
- **1 in 3** counterfeit DVDs are sold at car boot sales and markets;
- **29%** of counterfeit CDs bought come from car boot sales or markets.
- Criminals are receiving **£750 million** each year from the sale of fake clothes and shoes at markets alone;
- **33 million** items of fake clothing and footwear are sold each year at markets.

For more information, go to www.realdealmarkets.co.uk