



## **HOME OFFICE MINISTER BACKS CAMPAIGN FOR FAKE-FREE MARKETS AND CAR BOOT FAIRS**

### **LINKS BETWEEN COUNTERFEITS AND OTHER FORMS OF CRIMINALITY ARE HIGHLIGHTED**

The Real Deal campaign, a cross sector initiative to keep UK markets and car boot fairs free of fake and other illicit goods, has received an important boost in the form of backing from the Home Office. At a time of increasing budgetary pressures on local authorities, James Brokenshire, Parliamentary Under-Secretary for Crime and Security, voiced his support for the initiative saying:

“I am delighted to support the Real Deal campaign. The sale of counterfeit goods, so often viewed as harmless and victimless, affects our local economies by reducing profits for legitimate traders.

“The goods themselves may pose a threat to health and safety, and the profits made from these sales may be used to commit other serious criminal activities like drug smuggling and human trafficking.

“The Real Deal is an excellent example of a partnership initiative having a genuine effect at local and community level. I would encourage more markets to sign the national market’s charter and protect themselves and their local communities.”

Liz Bales, Director General of the Industry Trust for IP Awareness, said:

“This support from the Home Office is extremely welcome as it highlights the fact that the trade in counterfeit goods at markets and car boot fairs is not a victimless crime and that the people behind it are often connected to other forms of law-breaking and serious criminality.

“A market’s reputation as a safe, fair shopping environment can very quickly be undermined if traders in illegal goods get a foot-hold. Many trading standards departments and market operators across the country are working hard to tackle this problem. However, it is the nature of the trade in counterfeit goods, that if enforcement is tightened in one area, the illicit traders simply move to another patch. That’s why a joined-up approach from law enforcement agencies, which is facilitated through the Real Deal, is so vital

to ensure that consumers and legitimate businesses are protected from these rogue traders who contribute nothing to local and national economies.”

The Real Deal national charter was established just over two years ago, setting out voluntary procedures to keep markets fake-free. It facilitates closer working between trading standards and market operators, including information sharing on who is trading and what is being sold at markets. It also sign-posts a mechanism provided by the Intellectual Property Office (IPO) for the secure exchange of intelligence between enforcement agencies, across regional boundaries, which helps to track down illicit traders moving between markets.

Through its collation of statistics from numerous industry surveys, the Alliance Against IP Theft reports that:

- 33 million items of fake clothing and footwear are sold each year at markets;
- Around one third of buyers of counterfeit DVDs purchase them at car boot sales and markets;
- Criminals are making £750 million each year from the sale of fake clothing and shoes at markets.

The Alliance also report that in addition to fake clothing, footwear and DVDs, which are the most commonly reported items found at markets and car boot fairs, there have also been seizures of hazardous goods such as fake healthcare products, fake toys coated with paint containing high levels of lead, fake branded washing powder which causes skin rashes, and fake vodka and whisky which can cause numerous health problems including blindness..

Markets and car boot fairs that are part of the Real Deal can display the campaign logo and posters to demonstrate that they are a fake-free environment. Markets that are part of the scheme are listed at [www.realdealmarkets.co.uk](http://www.realdealmarkets.co.uk)

Anyone who wishes to report fake goods should contact their local trading standards team by calling Consumer Direct on 08454 04 05 06.

## NOTES TO EDITORS

For more information, contact Amy Bourke or Tim Connolly at the Alliance Against IP Theft on 020 7618 9105

## ABOUT THE ALLIANCE

Established in 1998, the Alliance Against IP Theft is a UK-based coalition of trade associations and Enforcement organisations with an interest in ensuring intellectual property rights receive the protection they need and deserve. With a combined turnover of over £250 billion, our members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers. The Alliance is concerned with ensuring that intellectual property rights are valued in the UK and that a robust, efficient legislative and regulatory regime exists, which enables these rights to be properly protected.