

Real Deal Campaign announces seminar on counterfeiting in markets

- Key stakeholders come together to discuss 'practical' solutions on 26th March in London

19 March 2010: The coalition behind the 'Real Deal Charter', the national campaign aimed at protecting consumers from illegal counterfeit and pirated goods at UK markets and car boot sales, has announced that it will be hosting a seminar at the end of March in central London.

The seminar will be the first of its kind to bring together key stakeholders, including policy makers, industry representatives, market operators, trading standards, police and HMRC officers, to discuss practical means to combat the increasing problem of counterfeiting in UK markets.

Under discussion will be how counterfeiting is currently impacting on UK markets, as well as examples of best practise from local authorities working on the front line to ensure that markets are safe for consumers and legitimate businesses.

Stakeholders will also hear how the Real Deal '*National Charter*', launched last year, is already preventing illicit traders for accessing UK markets.

The seminar is taking place on Friday 26th March at the Royal Institute of Chartered Surveyors (RICS), Westminster, London.

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

'Markets are a great British tradition and bring real benefits to local communities up and down the country. However their long term future is being threatened by criminals who are targeting markets and car boot sales to flog dodgy, sub-standard goods and launder money.

This event will offer a unique opportunity for key stakeholders to come together and discuss practical and achievable solutions. This includes how to make the most of the Real Deal Charter, which is a key tool in making markets safer and better places for people to shop'.

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Notes to editors: The Real Deal Seminar is taking place from 10am – 2.30pm, on Friday 26th March 2010 at the Royal Institute of Chartered Surveyors (RICS), 12 Great George Street, London, SW1P 3AD

This seminar is free to attend. A buffet lunch and refreshments will be provided. For further information or to book your place at the event, please contact Toby Pellew on tobyp@luther.co.uk or 0207 618 9100

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