



# Joining forces to combat counterfeiting and piracy





GS1 is a neutral, not-for-profit Standards organisation that facilitates collaboration amongst trading partners, to create efficient, safe & secure global Supply Chains through use of international standards.





# GS1 India

A standards organisation set up by the Ministry of Commerce and Industry, Govt. of India with founder members comprising:



890 indicates India as country of origin

- Ministry of Commerce
- CII
- FICCI
- ASSOCHAM
- FIEO
- Spices Board
- BIS
- IMC
- IIP
- APEDA

*Joint Government – Industry initiative*

Affiliated to GS1 Global Office, Belgium alongwith 114 GS1 organisations worldwide.





# Background



WORLD CUSTOMS ORGANIZATION

- GS1 and WCO collaborating since 2005 to facilitate efficient and faster clearance of physical goods across borders/multiple trading partners using global identification stds.
- MoU formalised between GS1 and WCO in 2007 to broaden collaboration areas.

2005



Unique Consignment Reference (UCR)

2005 - 2006



SSCC as UCR Pilot Project

2007



Memorandum of Understanding (MoU)

2006 - 2009



EPCglobal pilot initiatives

2010



Global Shipment Identification Number (GSIN)

TODAY



Cooperation Agreement on Anti-counterfeiting



## Current Customs counterfeit detection measures

- Customs authorities are at the front line in fight against counterfeiting and account for **70% of seizures in the world**
- In 2011, WCO rolled out Interface Public-Members (**IPM**) tool, a **global anti-counterfeiting database**. Over 50 countries, 3000 Customs officers connected to it.
- IPM enables access to authentic information on products passing thru borders thru collaboration with right holders.
- Customs on the ground **search manually** in IPM by entering **free text** on brand and/or product **as key**
- Most companies involved are **sensitive/high-risk products** e.g. pharmaceutical, high-value products





## GS1-WCO Partnership to fight counterfeits

- Cooperation agreement signed for inclusion of GS1 identification stds within IPM to enable access to reliable and authentic product information.
- GS1 identification stds in wide use by over 2 million companies worldwide over past 40 years.





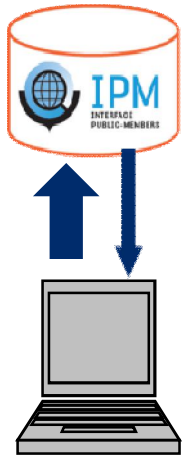
## WHAT is IPM (Interface Public-Members)?

### **IPM is the WCO anti-counterfeiting tool**

- It enables Right Holders to give Customs officers direct access to information that would assist them in the identification of counterfeit goods.

### **IPM provides:**

- A database of product information (photos, packaging, routes, etc.) provided by Right Holders;
- A Web-based interface accessible via Customs' intranet allowing officers to consult the Rights Holders database.





## How GS1 stds enhance IPM functionality

- GS1 Identification standards **extend product range and data availability in IPM** improving Customs capacities to detect counterfeit products – IPM will benefit from the identification of items used today by millions of companies across dozens of Industry sectors.
- GS1 Automatic Data Capture standards **help Customs officers use IPM by scanning the product identifier** to access authentication data seamlessly – inspecting a product will be as easy as a checkout in a supermarket!
- GS1 Communication standards **enable automatic and real-time data input to IPM** from Right Holders and will provide the foundation for sharing this data with Customs partners.

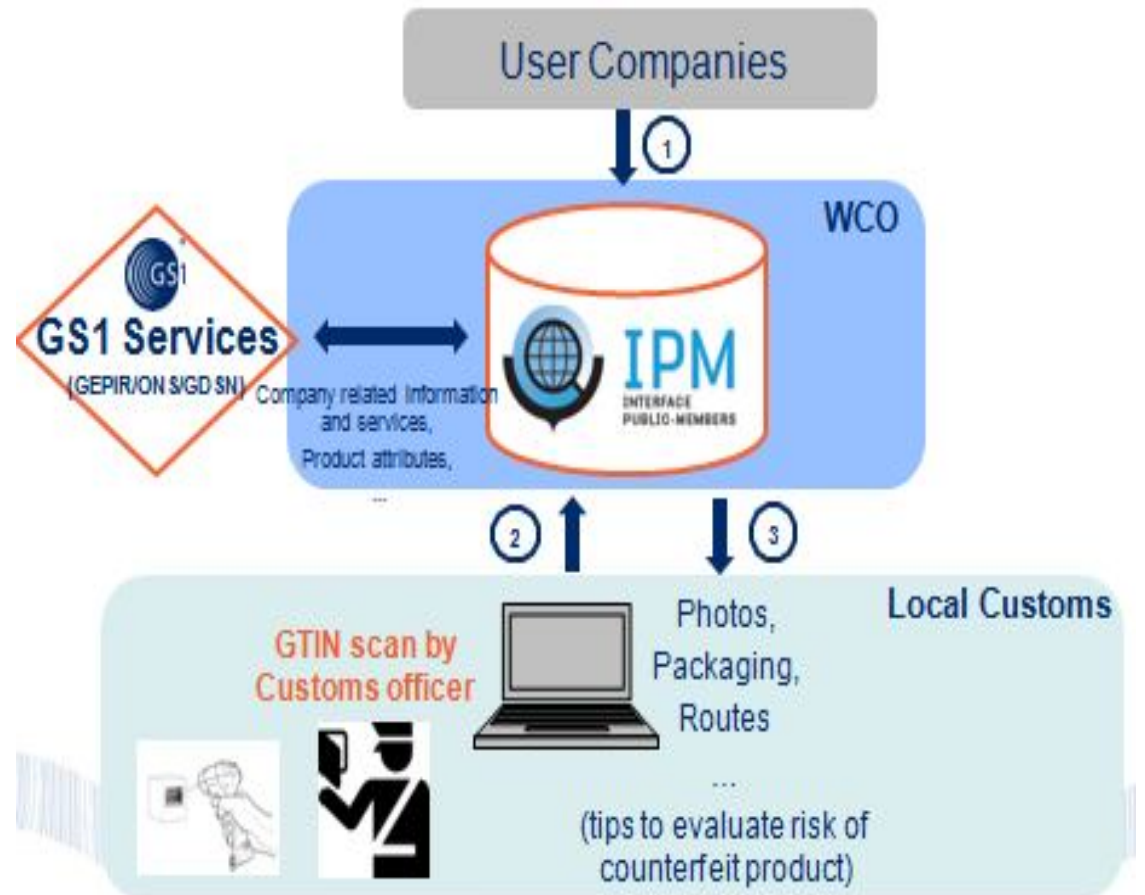






## How IPM works using GS1 stds

- Right Holders upload valuable product information to the IPM database.
- Customs officer scans the GTIN of the product he/she inspects.
- Customs officer accesses authentication data from IPM and/or issued through GS1 services.





## Next steps in integration of GS1 stds/services in IPM

- **World Customs Organization** and **GS1** has introduced the new mobile version of IPM offering the possibility to use mobile devices to scan GS1 barcodes found on millions of products, enabling to search the products database in a more time-efficient manner.
- Integration of **GTIN** (Global Trade Item Number) into IPM data structure and use of **GEPIR** (Global Electronic Party Information Registry) to **access company related information** in IPM.
- Integration of **ONS** (Object Name Service) to connect IPM to authentication services issued by Right Holders.
- **Assess extension to GDSN** (Global Data Synchronisation Network) to obtain product information features.

# Information flow in IPM tool





## Recommendation for Indian Customs

- Adopt and implement IPM as done in 50 countries.
- WCO provides for training of Customs officials on IPM tool.
- GS1 India would be happy to assist Customs in understanding on how counterfeit detection can be undertaken using IPM module and in dialogue with Industry for uploading product information in IPM for access by Customs officials.





Thank You

