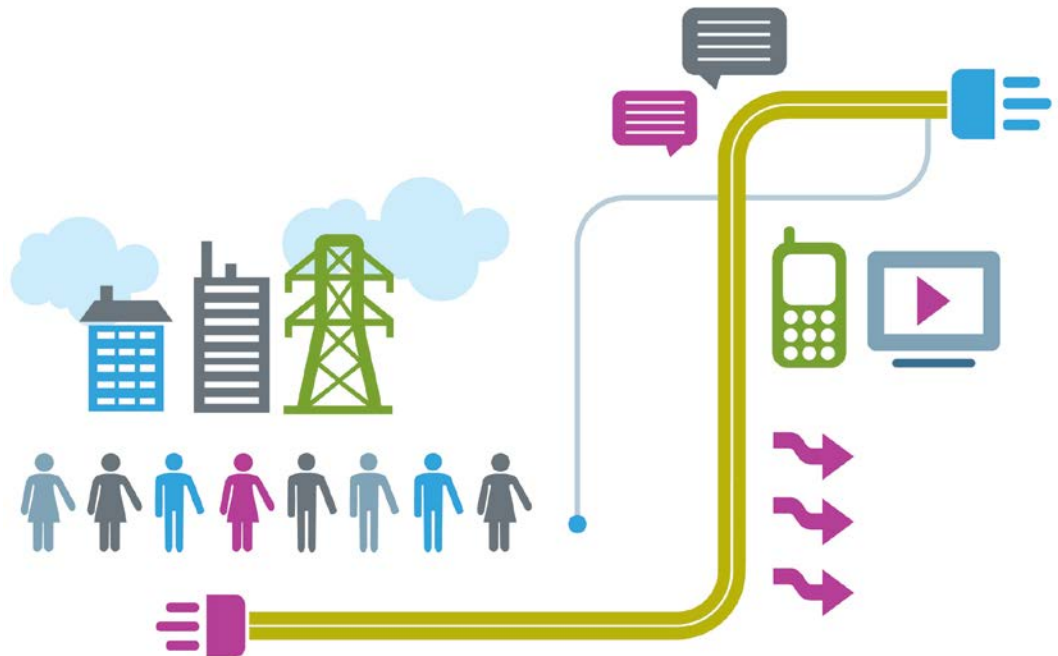


Electrical Safety First
17th November 2015

Fighting Counterfeit and Non-Compliant Products

KEITH SMITH
Deputy Director
BEAMA Installation



Extract from EC communication on 28th October 2015

The increasing number of **illegal and non-compliant products** on the market distorts competition and puts consumers at risk.....

Many economic operators disregard the rules either through lack of knowledge or intentionally to gain a competitive advantage. More deterrence is needed, and the responsible market surveillance authorities are often underfunded and constrained by national boundaries, while economic operators are active at European or even global level.

In the case of e-commerce in particular, market surveillance authorities have great difficulty tracing non-compliant products imported from non-EU countries and identifying the responsible entity within their jurisdiction.

Alibaba and Britain to collaborate to remove counterfeit goods

“Close collaboration between the CBBC and Alibaba, China’s most popular ecommerce website, has resulted in the removal of more than £8 million worth of counterfeit versions of UK...”

“The announcement was made by Intellectual Property Minister Baroness Neville-Rolfe at the UK-China Symposium. The symposium allows British and Chinese businesses to understand how they can effectively protect their IP. “

(POST Online Media – Oct 2015)

Substandard

Non-approved

Unsafe

Non-conforming

Non-compliant

Counterfeit

FAKE

Defective

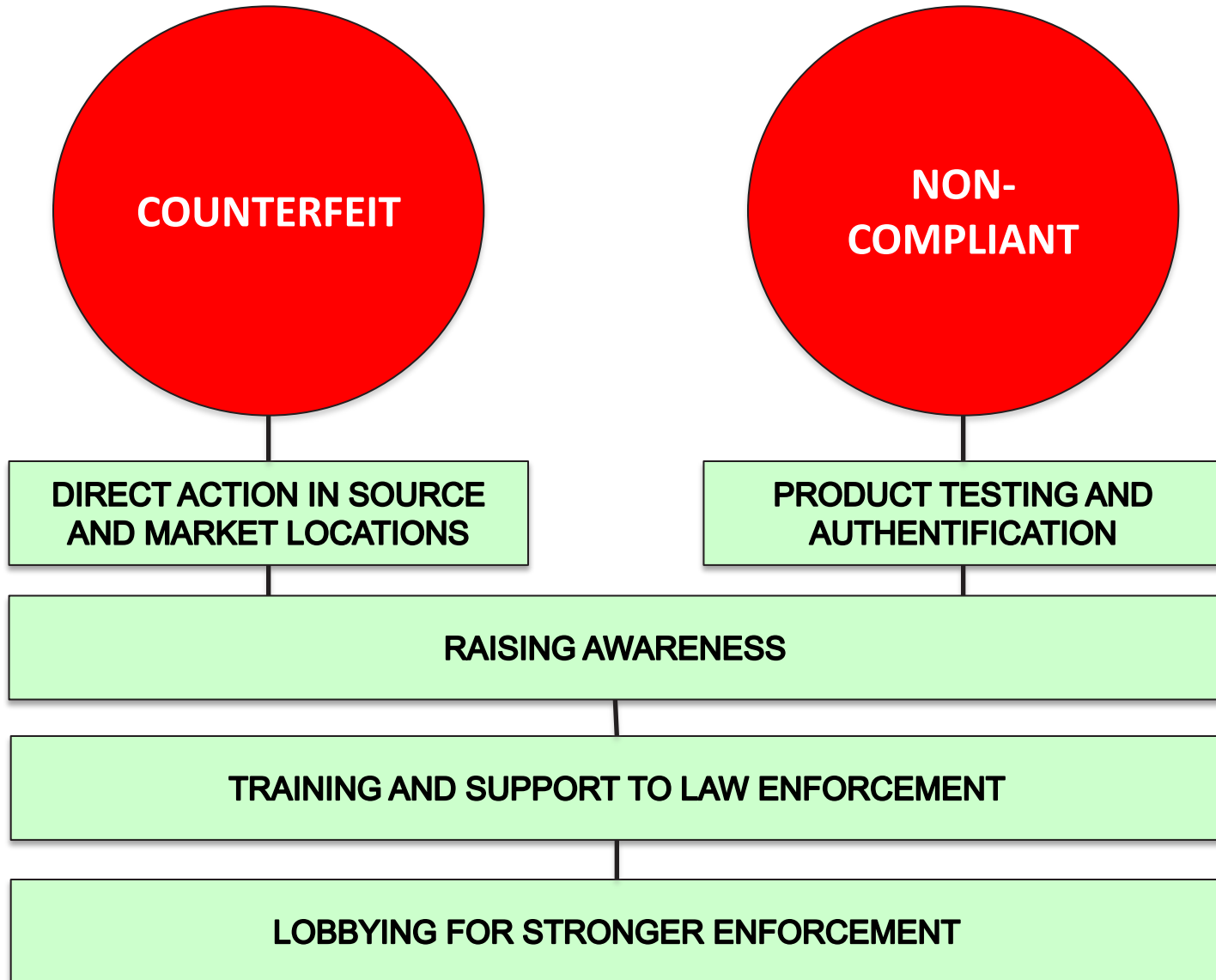
Faulty

Non-certified

These terms will generally fall under the 2 definitions:

- The product **carries false or misleading claims** in respect of product performance, compliance with legislation or fitness for purpose
- The product **infringes the Intellectual Property** (IP) rights of the registered owner.

BEAMA ACTIVITIES



90% OF FAKE ELECTRICAL INSTALLATION PRODUCTS ARE MADE IN CHINA



SOME OF THE VICTIMS!!

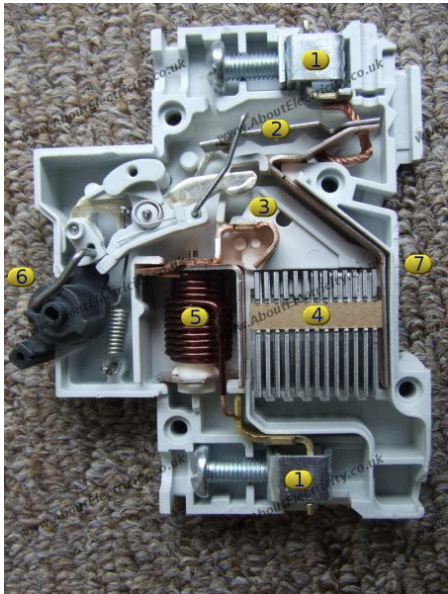


OVER **750** CHINESE COMPANIES HAVE BEEN RAIDED AS PART OF BEAMA PROJECTS





WHAT CAN LOOK PERFECTLY GOOD FROM THE OUTSIDE



CAN HIDE SOME HORROR STORIES WITHIN !!



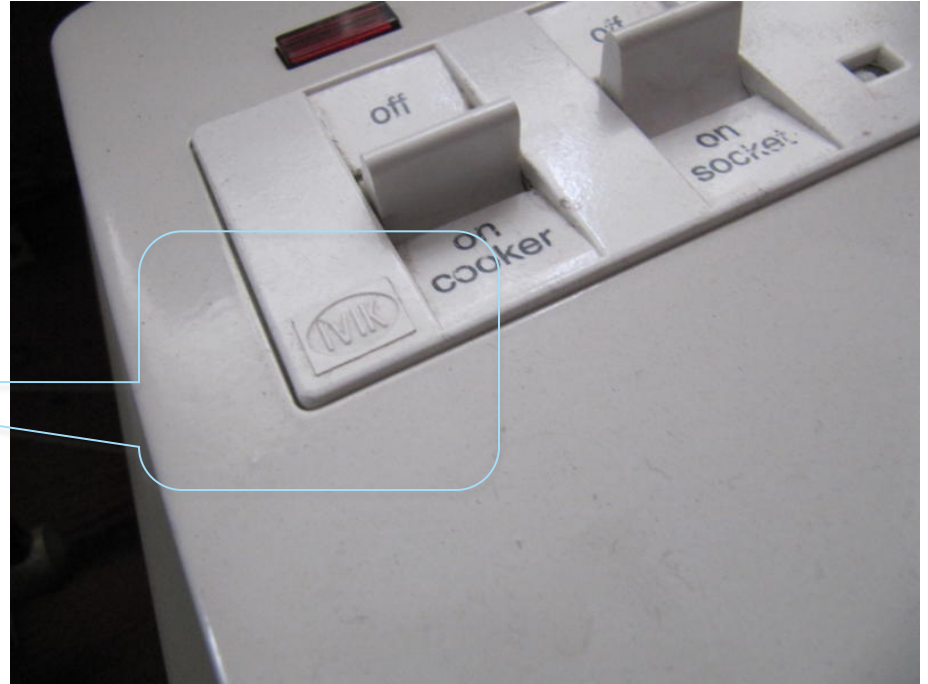


PRODUCTS ARE VERY OFTEN
TRADED UNLABELLED TO
AVOID ACTION, and then
“OEM BRANDED”
AT THE POINT OF SALE



“PASSING OFF” OF
FAMOUS BRANDS

LOOK AGAIN !



MK

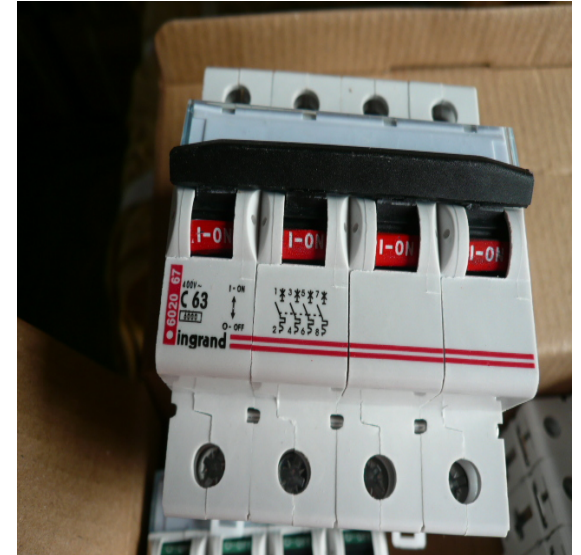
IVIK

LEGRAND
Hager
Crabtree
Tenby
MERLIN
Moeller
EATON

LEGEND
Hoger
Crablice
Tonby
IVIERLIN
Moielleir
EATOIV

**LOOK-A-LIKES
COPY CATS
BAD FAITH MARKETING**

PASSING OFF



OVER **2900 COMPANIES** ON BEAMA'S OFFENDERS DATABASE

-95% are in China

-Information shared with local and international enforcers

OVER **25000 ILLEGAL B2B WEBSITE LINKS** REMOVED IN 2014

-Alibaba / Aliexpress / Made in China

-Now monitoring 17 B2B websites

-Over 27,000 removed in first 8 months of 2015

OVER **17 MILLION PRODUCTS** SEIZED AND DESTROYED SINCE 2000





- ✧ **Working together** as an Electrotechnical sector
- ✧ Common objectives for establishing a safe, reliable and trustworthy market
- ✧ Supporting Government strategy
- ✧ Lobbying for stronger surveillance, enforcement and deterrents
- ✧ Raising Awareness and engaging throughout the Supply Chain
- ✧ Sharing knowledge & intelligence with enforcement authorities
- ✧ Providing an open forum for action

WATCH OUT!

To the buyer:

- Know the **Products** that you are buying
- Be confident in the **Person** that you are buying from
- Know the **Place** and be cautious about buying from non-authorized channels
- Be alert to bogus certification, look-a-likes and re-engineered products

To the distributor or importer:

- Be aware of your full responsibilities under UK & EU law

And just remember, if the **Price** looks too good to be true
It probable is!!