



Companies and Intellectual
Property Commission
a member of **the dtic** group

MEDIA RELEASE

2 AUGUST 2023

CIPC LAUDS THE SEIZING OF COUNTERFEIT CLOTHING AND FOOTWEAR: A BOLD STEP TOWARDS ECONOMIC GROWTH AND SUSTAINABLE JOB CREATION

Cape Town, 2023 South Africa – Commissioner Rory Voller the Head of the Companies and Intellectual Property Commission the (CIPC) is adding his voice to the Provincial Commissioner of the Western Cape Police, Lieutenant-General Thembisile Patekile, in congratulating the multi- disciplinary team of law enforcement officials, in busting one of the biggest hotspots in the trade in counterfeit goods in South Africa.

The CIPC, an agency of the Department of Trade Industry and Competition (the dtic) is a strategic lead in ensuring that partners in the fight against counterfeit goods are capacitated and supported to enforce the Counterfeit Goods Act, 1997. Without close collaboration and carefully planned intelligence driven operations that we saw in Bellville on Friday, 28th July, we will not see these significant milestones in our efforts to strengthen the economy and foster sustainable job opportunities through enforcement of Intellectual Property Rights (IPR).

The successful seizure of counterfeit clothing, footwear and other illicit goods has not only safeguarded consumers but has also bolstered investment in our country and contributed to the creation and maintenance of sustainable jobs.

Counterfeiting poses a grave threat to our economy, undermining the integrity of genuine brands, damaging consumer confidence, and depriving legitimate businesses of their rightful revenue. In combating this pervasive issue, the CIPC, South African Police Services (SAPS) and Customs, have worked relentlessly to enforce intellectual property rights and ensure a level playing field for businesses operating within our borders.

CIPC again extends its heartfelt appreciation to all involved and commend their unwavering dedication in combating counterfeit goods and protecting the interests of our Nation. We also express our gratitude to all stakeholders, including businesses, industry associations, and consumers, whose collaboration and vigilance have been instrumental in achieving this milestone.

As we continue our fight against counterfeiting, we call upon citizens, businesses, and policymakers to join hands in supporting initiatives that promote economic growth, attract investments, and create sustainable job opportunities. Together, we can build a stronger, more prosperous future for our country.

ENDS

Enquiries: Charmaine Motloung

Position: Senior Manager: Strategic Communications

E- Mail: cmotloung@cipc.co.za

Mobile: 082 373 0107

Website: www.cipc.co.za

Notes:

The impact of seizing counterfeit clothing and footwear has been profound. It contributes to:

- i) ***Stimulating investment:*** By cracking down on counterfeit goods, we send a clear signal to both domestic and international investors that our country is committed to protecting intellectual property rights and fostering a fair business environment. As a result, we have witnessed a surge in investments across various industries, fueling economic growth and diversification.
- ii) ***Supporting local industries:*** The fight against counterfeit products has provided much-needed support to our local manufacturers and businesses. Legitimate brands have seen an upswing in demand, leading to increased production and expansion. This, in turn, translates into more jobs being created and retained across the entire supply chain.
- iii) ***Sustainable job opportunities:*** The seizure of counterfeit goods has directly contributed to the establishment and maintenance of sustainable job opportunities within our country. From factory workers and designers to marketing professionals and logistics personnel, the ripple effect of legitimate businesses thriving has positively impacted various sectors of our economy.
- iv) ***Consumer protection:*** Ensuring that consumers have access to authentic and safe products is a fundamental priority. The elimination of counterfeit clothing and footwear not only protects our citizens from potential health hazards but also safeguards their rights to make informed purchasing decisions.

About the CIPC Copyright and IP Enforcement:

The Companies and Intellectual Property Commission (CIPC) is a leading advocate for intellectual property rights and economic development in South Africa. We are committed to fostering a fair and competitive business environment that empowers businesses and protects consumers. As part of its Creative Industries Division it promotes creative industries and enforcement of intellectual property rights. The Division has two business units, namely Copyright and IP Enforcement.

The purpose is to:

- Build Capacity in Law Enforcement Partners
- To promote and direct enforcement of IPRs
- To raise public awareness of IP protection