

Foreword

Italy produces high valued products and benefits significantly from its intellectual property and trademarks. It is also well integrated in the global economy, through active participation in global value chains. This makes it particularly susceptible to the damaging effects of counterfeiting and piracy.

The risk of trade in counterfeits has been growing in recent years. It not only poses a significant threat to the engine of economic growth, but also undermines good governance, the rule of law and citizens' trust in government. As shown by the recent OECD reports, *Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact and Mapping the Real Routes of Trade in Fake Goods*, trade in counterfeit and pirated goods amounted to up to 2.5 % of world trade in 2013, and made up an even higher share (5%) of imports into the EU. Parties that engage in counterfeit trade are well organised, and ship goods via very complex routes that pose a formidable challenge for enforcement authorities.

Trade in counterfeit goods damages Italian rights holders, the Italian government, and Italian consumers. This report measures the direct economic effects of counterfeiting on consumers, retail and manufacturing industries, and government. It assesses both the impact of imports of fake products to Italy and the impact of the global trade in fake products on Italian intellectual property rights holders.

This study was carried out by the OECD's Task Force on Countering Illicit Trade. The Task Force is part of the OECD High Level Risk Forum, which focuses on evidence-based research and advanced analytics to assist policy makers in mapping and understanding the market vulnerabilities exploited and created by illicit trade. This is the first of a set of country and regional case studies that will not only assess the scale and magnitude of counterfeit trade, but also quantify some of its negative economic impacts at a regional level.

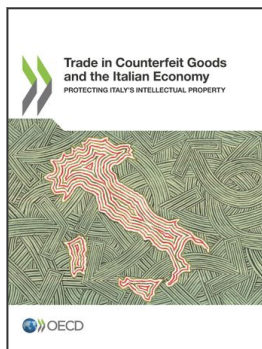
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