

# DFWC and TFWA introduce global security campaign



The Duty Free World Council (DFWC) and Tax Free World Association (TFWA) have come together with the industry's regional associations from around the globe to launch the global campaign 'Duty Free: Trusted, Transparent, Secure' against illicit trade, counterfeit goods and intellectual property theft.

The campaign will highlight the industry's stance against and dangers of the illicit trade in counterfeit goods, and urge governments to do more, and to collaborate with the industry in fighting this activity.

Counterfeiting, intellectual property theft and illicit trade are a growing concern for industries across the world, and the duty and tax-free industry, like many other industries, lose millions every year in sales opportunities as a result of these criminal activities. The duty and tax-free industry is committed to actively supporting the global anti-illicit trade enforcement community and governments to counter this growing threat.

The duty and tax-free channel is one of the most trusted, transparent, secure and legitimate supply chains in the world and products sold in travel retail shops are authentic, genuine and traceable.

Speaking at the launch of the campaign, DFWC President Sarah Branquinho said, "I am delighted to mark the launch of this important campaign. The duty- and tax-free industry has a zero-tolerance approach to counterfeiting, intellectual property theft and illicit trade, and we are proud that our industry has one of the most secure and transparent supply chains in the world. Our retailers and brand owners lose millions in lost sales opportunities each year to the criminals who control illicit trade, and we urge governments around the world to collaborate with our industry on this important issue.

Duty and tax-free retailers worldwide stand shoulder to shoulder with our brand-owner colleagues, and those on the front line in the fight against these crimes."

Erik Juul-Mortensen, TFWA President said, "TFWA, together with key duty- and tax-free industry leaders, is honoured to be part of this joint global campaign against all illicit trade, counterfeit goods and intellectual property theft. The duty and tax-free industry is keen to establish effective working partnerships with other industries, key agencies and intergovernmental organizations to continue to tackle illicit trade in all its forms."