

Preface

The Italian economy is innovative, knowledge-intensive and globalised. Numerous Italian industries produce high-quality products that are highly valued and in demand around the world. These features are the hallmarks of a modern, dynamic economy; however, they also make Italy vulnerable to the global risks of counterfeiting and piracy.

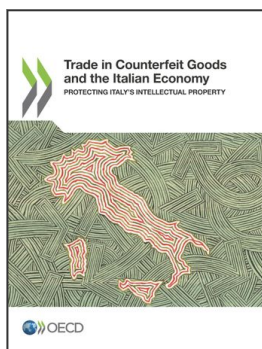
To deal with these risks in an effective way, we need more information on their scale, scope and impact. This study assesses the effects of trade in counterfeit goods on the Italian industry, government and consumers. It does so from two perspectives: first, it examines the scale of counterfeit and pirated products smuggled into Italy; second, it looks at the scale and effects of global trade in counterfeit goods that infringe on the rights of Italian trademark holders.

We are confident this report will contribute to a better understanding of the risk that counterfeiting poses for Italy, and will assist policy makers in formulating effective solutions to combat this scourge.

Loredana Gulino
DG For the Fight Against Counterfeiting –
Italian Patent and Trademark Office
Ministry of Economic Development

Marcos Bonturi
Director,
OECD, Public Governance Directorate





From:
Trade in Counterfeit Goods and the Italian Economy
Protecting Italy's intellectual property

Access the complete publication at:
<https://doi.org/10.1787/9789264302426-en>

Please cite this chapter as:

OECD (2018), "Preface", in *Trade in Counterfeit Goods and the Italian Economy: Protecting Italy's intellectual property*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/9789264302426-1-en>

This document, as well as any data and map included herein, are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area. Extracts from publications may be subject to additional disclaimers, which are set out in the complete version of the publication, available at the link provided.

The use of this work, whether digital or print, is governed by the Terms and Conditions to be found at <http://www.oecd.org/termsandconditions>.