



Anti Counterfeiting Trade Africa & Greater Maghreb

Presentation

FILE

ACTA-GM – Anti Counterfeiting Trade Africa & Greater Maghreb

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Note from the president

ACTA-GM was founded on a simple observation: intellectual property infringements, counterfeiting, piracy, and illicit trade channels can no longer be addressed solely through isolated, ad hoc, or strictly enforcement-based actions. Markets are evolving, illicit networks are adapting, digital channels are transforming distribution methods, and rights holders increasingly require a regional partner capable of understanding local realities, procedures, operational constraints, and the relevant stakeholders.

Drawing on more than twenty five years of field experience in intellectual property, enforcement, investigations, dispute management, mediation, and cooperation with authorities, the creation of ACTA-GM responds to a clear necessity: to build a sustainable, regional, and international platform capable of fostering dialogue and cooperation between rights holders, institutions, public authorities, experts, and economic stakeholders.

ACTA-GM aims to serve as a strategic entry point for companies and rights holders seeking to better understand Africa, the Greater Maghreb, Europe, and the Mediterranean region, within a broader framework of global cooperation. The association does not merely promote general principles; rather, it seeks to transform field experience into concrete actions, including training programs, awareness campaigns, exploratory missions, regulatory monitoring, and operational support.

Our ambition is clear: to protect innovation, strengthen local capacities, support rights holders, encourage public-private cooperation, and raise awareness among younger generations and consumers about the dangers of counterfeiting and piracy.



Nihel Bernard

President of ACTA-GM

Why has it become urgent to act?

Counterfeiting and piracy are undergoing profound transformations. Traditional distribution channels now coexist with new methods of dissemination, including digital platforms, marketplaces, social media, fraudulent websites, IPTV, local production, informal trade flows, cross-border routes, and hybrid distribution channels.

Intellectual property infringements no longer affect only luxury goods or major international brands. They now impact essential sectors, including healthcare, pharmaceuticals, cosmetics, automotive

spare parts, food products, toys, electronics, textiles, sports, audiovisual content, software, copyright, related rights, design, and innovation.

For rights holders, the consequences are multiple and extend far beyond mere commercial loss: counterfeiting can undermine consumer trust, weaken official distribution networks, expose consumers to health and safety risks, and normalize illicit purchasing behaviors among younger generations.

Who are we?

ACTA-GM – Anti Counterfeiting Trade Africa & Greater Maghreb is an international non-profit association governed under the French Law of 1901, specializing in intellectual property protection, anti-counterfeiting efforts, risk prevention, training, awareness-raising, and cooperation between public and private stakeholders.

The association brings together and mobilizes an ecosystem composed of rights holders, experts, institutional partners, public authorities, associations, universities, enforcement professionals, local partners, and economic stakeholders involved in market protection and innovation.

Priority area of intervention: Africa and the Greater Maghreb.

Strategic cooperation area: Europe and the Mediterranean region.

Cooperation network: worldwide, depending on the needs of rights holders, mobilizable partners, and the programs developed.

We are committed to offering awareness programs, particularly around the Watchers Club, which are recognized in the international intellectual property ecosystem, notably with WIPO.

Our positioning

ACTA-GM distinguishes itself through its ability to connect three dimensions that are often addressed separately: rights holders' strategic priorities, local realities, and institutional cooperation.

Our role is to support members and partners in moving from a general issue or challenge to an operational roadmap: understanding, prioritizing, acting, measuring, and adjusting.

The association does not replace local legal counsel or competent authorities. Rather, it acts as a facilitator, an accelerator of understanding, a cooperation platform, and a field partner, helping stakeholders navigate local environments and implement practical solutions.

Recognized by the GACG and serving as an Ad Hoc Observer to the WIPO Advisory Committee on Enforcement (ACE), ACTA-GM contributes to international discussions on enforcement, awareness-raising, and cooperation in the field of intellectual property.

Why ACTA-GM matters for rights holders

Rights holders often face the same challenges when seeking to operate or enforce their rights in a complex region: limited market visibility, procedures that vary from one country to another, difficulties in identifying the right stakeholders, lack of reliable data, the need to train authorities or local partners, limited consumer awareness, and insufficient coordination between internal departments.

ACTA-GM provides a structured response to these challenges by offering: a regional entry point, a pragmatic understanding of country-specific issues, the ability to connect stakeholders with the right interlocutors, a neutral and collective approach, ready-to-adapt awareness programs, participatory training sessions, exploratory missions, and strategic recommendations tailored to operational realities.

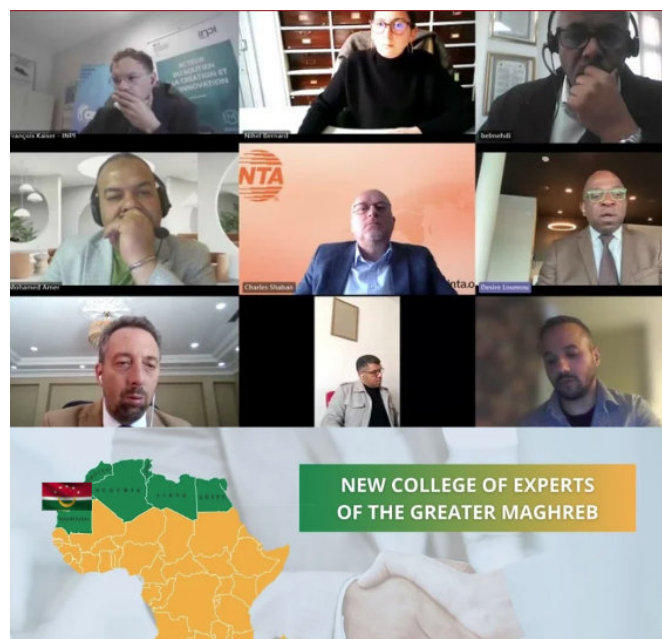


Why join ACTA-GM

Joining ACTA-GM means becoming part of a specialized network dedicated to intellectual property protection and anti-counterfeiting efforts in a strategic region for international rights holders.

Membership provides access to a core set of member services, a specialized regional and international network, opportunities to participate in strategic exchanges and working discussions, propose topics of interest, develop collaborations, and benefit from preferential rates and priority access to selected initiatives and actions.

The authorities in the region are now fully mobilized and particularly active in the fight against counterfeiting. However, achieving concrete results requires local involvement from rights holders, as well as a thorough understanding of national regulations and procedures. Strengthening training efforts, especially on tangible products, intangible goods, and new forms of illicit trade, remains a key lever for improving effectiveness.



The more direct, regular, and operational the exchanges between rights holders and authorities are, the more targeted, rapid, and efficient the actions become. A local, collaborative, and structured approach is still the cornerstone of sustainable market and rights protection.

- Save time understanding markets.
- Access to on-the-ground information.
- Opportunity to raise specific issues.
- Participation in events and workshops.
- Simplified monitoring of regulatory changes.
- Support and referrals to experts, intermediaries, or institutions.
- Visibility in prevention and awareness initiatives.
- Contribution to a credible and recognized collective dynamic.

Included services Membership

Member services	What this includes	Added value for rights holders
First-level strategic advisory support	Initial consultation to assess a specific issue, understand the context, and identify possible options and next steps	Save time and avoid inefficient or unsuitable approaches
Online meetings for members	Advisory meetings relating to a specific country, region, or regional issue	Obtain a fast and pragmatic understanding of the situation
Simplified regulatory monitoring	General information sharing regarding local developments, procedures, and market trends	Anticipate changes and reduce operational risks
Institutional networking and introductions	Guidance toward relevant stakeholders and interlocutors, where appropriate and feasible	Gain quicker access to the right contacts and stakeholders
General field intelligence	Sharing of market trends, feedback, practical experience, and early warning signals	Better understand market realities and local environments
Access to seminars and workshops	Participation aux événements ACTA-GM selon catégorie et disponibilité Participation in ACTA-GM events, depending on membership category and availability	Strengthen knowledge, capabilities, and professional networks
Participation in collective campaigns and initiatives	Opportunity to participate in awareness and prevention initiatives	Associate the brand with a responsible and proactive approach
Access to a network of experts	Access to a regional and sector-specific ecosystem of experts	Mobilize tailored expertise adapted to specific needs and challenges.

Premium services & tailored support

Certain requests require dedicated support beyond standard membership services. In such cases, ACTA-GM may provide premium services tailored to the specific needs of the rights holder, taking into consideration the country concerned, the relevant sector, the required level of confidentiality, the resources to be mobilized, and the objectives pursued on quote.

Need	ACTA-GM solution	Expected delivery
Understand a market	Country or regional exploratory mission	Executive report, market mapping, and strategic recommendations
Understand a local procedure or regulatory framework	Advanced regulatory monitoring	Country brief, sector-specific note, and procedural updates
Assess operational or field-related risks	Field intelligence study	Risk assessment, market mapping, and prioritization analysis
Identify relevant stakeholders and key actors	Stakeholder connection and coordination	Meeting agenda, qualified stakeholder list, and meeting preparation
Train teams and strengthen capacities	Private training session or workshop	Training materials, dedicated sessions, and feedback report
Raise awareness among a targeted audience	Sector-specific awareness campaign	Campaign concept, communication materials, implementation, and impact assessment
Organize an event or dedicated initiative	Workshop, roundtable, or seminar	Program design, coordination, and moderation
Strengthen an anti-counterfeiting program	Strategic support and guidance	Operational roadmap, strategic recommendations, and follow-up support

Exploratory missions

Understand before acting

Exploratory missions enable rights holders to obtain a practical and operational understanding of a market before committing significant resources. They are particularly useful when a brand identifies an increase in suspicious products, is considering market entry, faces enforcement challenges, or seeks to better understand distribution channels and market dynamics.

Objectives : To identify risk areas, understand distribution channels, assess both physical and digital sales channels, identify relevant stakeholders and operational bottlenecks, evaluate the market's level of awareness, and develop practical and operational recommendations.

Indicative Methodology : Review of available information, definition of the target geography and sector, identification of relevant stakeholders and interlocutors, collection of field observations where feasible, risk analysis, prioritization, and development of a proposed roadmap.

Deliverable : An executive report including country context, priority risks, distribution channel typologies, key stakeholders, preliminary observations, recommendations, and



Regulatory monitoring & specialized

Regulatory frameworks are evolving rapidly. Rights holders must be able to rely on accurate and reliable information regarding local procedures, administrative practices, legislative developments, customs mechanisms, sector-specific regulations, certification, approval and labeling requirements, as well as cooperation frameworks with local authorities.

The simplified regulatory monitoring included within membership covers general trends and practical information of relevance to rights holders. By contrast, advanced regulatory monitoring, available on a quotation basis, may focus on a specific country, region, sector, procedure, product category, or institutional issue.

Dedicated consultations make it possible to address specific operational or strategic questions, including: country strategy, renewal of procedures, customs-related risks, organization of meetings, assessment of campaign opportunities, or the structuring of a regional anti-counterfeiting



| Institutional cooperation & networking

Institutional cooperation is a key lever for effective action. Rights holders often need to understand who does what, how to approach the relevant authorities, which procedures apply, what documentation should be prepared, which topics may be discussed, and within what framework such exchanges can take place.

ACTA-GM can facilitate the structuring of these exchanges, in compliance with applicable mandates and legal frameworks, with stakeholders such as customs authorities, intellectual property offices, ministries, regulatory and control authorities, training bodies, universities, professional associations, and international organizations.

Added value: Preparation of discussion topics and strategic priorities, clarification of expectations and objectives, identification of relevant stakeholders and key interlocutors, organization of meetings, subject to feasibility and local context, follow-up of exchanges and recommendations regarding next steps.



Organization of thematic events



ACTA-GM may co-organize or support thematic events aimed at bringing together rights holders, public authorities, experts, institutions, universities, and targeted audiences around a specific issue or sector.

Possible formats include: Sector-specific roundtables, country-focused seminars, technical workshops, training sessions, regional webinars, public-private dialogue meetings, public awareness campaigns, events organized around major sporting, cultural, or economic occasions.

Possible themes include: Pharmaceutical counterfeiting, dangerous cosmetics, automotive spare parts, IPTV and piracy, e-commerce and illicit trade, sports and merchandising products, youth awareness and responsible consumption.



PILLAR OF COUNTERFEITING



- Counterfeit automotive parts.
- Fake oils and lubricants.
- Counterfeit equipment and tools.



- Counterfeit luxury clothing and bags.
- Watches, jewelry, and accessories.
- Counterfeit cosmetics and perfumes.



- Counterfeit medications.
- Counterfeit pesticides and chemical products.
- Counterfeit hygiene and health products.



- IPTV and audiovisual piracy.
- Pirated movies, music, and software.
- Identity theft and fake communications.

Awareness programs by sector



Awareness-raising is a strategic tool. It enables stakeholders to act proactively, reduce the normalization of counterfeiting, help consumers recognize associated risks, support authorities in their efforts, and highlight the commitment of rights holders to market protection and consumer safety.

ACTA-GM may develop targeted awareness campaigns tailored to specific sectors and audiences, including pharmaceuticals, cosmetics, luxury goods, automotive products, sports, audiovisual content, agri-food products, children's products, e-commerce, and digital platforms.

Target audiences may include: younger generations and students, consumers and parents, professionals and industry stakeholders, internal teams and employees, public authorities and institutional partners.

The Watcher's Club ACTA-GM flagship program

The Watcher's Club is the educational flagship program led by ACTA-GM, designed to raise awareness among younger generations, families, consumers, and educational stakeholders about the risks associated with counterfeiting, piracy, and irresponsible consumption.

Recognized within the international intellectual property ecosystem, **The Watcher's Club** has notably been highlighted through initiatives linked to the **WIPO ACE** (Advisory Committee on Enforcement) Cinema, reinforcing the importance of education, awareness, and creative approaches in promoting respect for intellectual property and responsible consumption.

Educational objectives : Explain what counterfeiting and piracy are, highlight their impact on health, safety, and the economy, promote creativity, innovation, and intellectual property, develop critical thinking skills, encourage responsible consumption behaviors, foster a culture of awareness and vigilance.

Program formats include : Educational comic books, animated content and cartoons, school-based workshops, university interventions, educational games and activities, exhibitions and awareness display, posters and communication materials, event booths and activations, the IP Caravan, partner-led awareness campaigns.

For rights holders, the program offers: Social and educational impact, a meaningful contribution to prevention and awareness efforts, responsible brand visibility and engagement, sector-specific targeted campaigns, the possibility to measure impact through field feedback, surveys, and questionnaires.



IP MAP

Interactive Intellectual Property Workshop



IP MAP is a collaborative format developed with EABPA, ACTA-GM's partner. It is a participatory workshop designed for companies, institutions, authorities, universities, and operational partners.

Its purpose is to transform a complex issue into a shared understanding, a risk map, and actionable recommendations. IP MAP brings together profiles that do not usually work jointly on the same case: legal, compliance, supply chain, marketing, procurement, security, distribution, e-commerce, communications, executive management, or public institutions.

Objectives: To understand the challenges of anti-counterfeiting efforts, identify coordination gaps, foster dialogue between internal departments, map risks, highlight business impacts, build cohesion, and prioritize actions.

At the end of the workshop, participants leave with a clearer understanding of their role in protecting intangible assets and combating counterfeiting.

Training programs & Workshops ACTA-GM

ACTA-GM offers several training formats, adaptable according to the target audience, country, sector, and specific objectives.

Program	Format	Target audience	Objective	Fee
Intervention IP en entreprise	2 hours	Collaborateurs, legal, compliance, supply chain, marketing	Quick and practical awareness	Price upon request
IP MAP Workshop	1 day	Companies and institutions	Map key issues and develop action priorities	Price upon request
Training for authorities & customs	Tailored	Authorities, institutions & IP offices	Capacity building	Price upon request
Sector-specific seminar	Online or on-site	Rights holders, federations & experts	Explore a topic in depth	Price upon request
School & university program	Half-day or full-day	Young audiences, teachers & students	Raise awareness & train	Price upon request
IP & Business Protection Workshop	2 days	Groups, companies & institutions	Cohesion, strategy & business impact	Price upon request
Organise an event	Upon request	Workshop, roundtable & seminar	Programme development, coordination & moderation	Price upon request
Strengthen an anti-counterfeiting program	Upon request	Strategic support	Operational roadmap, recommendations & follow-up	Price upon request

Flagship program

IP & Business protection workshop

This two-day immersive program is designed for companies, international groups, institutions, and federations that want to strengthen internal understanding of anti-counterfeiting challenges and build genuine cross-departmental cohesion.

Counterfeiting is not solely a legal issue. It affects supply chain, marketing, distribution, reputation, customer relations, compliance, security, sales, and commercial strategy. The program brings these functions together around a shared language.

Day 1 – Morning: IP MAP Workshop : Participants work on a concrete case and map risks, flows, vulnerabilities, business impacts, and the departments involved.

Day 1 – Afternoon: Karate Self-Defense Workshop : In partnership with the Chambly Club, this session explores protection, vigilance, anticipation, reaction, and team cohesion through an immersive and memorable experience.

Day 2 – Morning: Strategic Debrief : Synthesis of key insights, identification of critical points, action prioritization, operational recommendations, and proposal of a roadmap.



Table

Your needs

Our responses

ACTA-GM offers several training formats, adaptable to the audience, the country, the sector, and the objectives.

Your need	Our reponses	Benefit
Understanding the market	Exploratory mission	Clear vision before investment
Risk identification	Field intelligence	Strategic action prioritization
Understand a procedure	Regulatory monitoring	Uncertainty reduction
Meet the right stakeholders	Institutional networking	Time Savings & credibility
Team training	Workshop or professional training	Building a shared culture & practical reflexes
Youth awareness & education	Watcher's Club	Social impact & prevention
Raise consumer awareness	Targeted campaign	Behavior change
Organize an event	Roundtable discussion or seminar	Public-private visibility & dialogue
Strengthen an anti-counterfeiting strategy	Tailored guidance	Operational roadmap

Membership Benefits & pricing

Category	Annual fee	Who is it for?	Key benefits
Premium Member / Large Corporation	€5,000 excl. VAT*	Large corporations, international groups, & key industry federations	Priority access, strategic network, enhanced monitoring, exclusive strategic invitations, preferential rates
Corporate Member	€2,500 excl. VAT*	Companies, rights holders, & professional organizations	Advisory support, meetings, simplified monitoring, network access, workshop participation
SMEs / Start-Ups / Artisans	€1,500 excl. VAT*	Growing businesses, creators & small enterprises	Guidance, resources, network access & preferential rates

* ACTA-GM is a non-VAT registered association. No VAT applies.



Tailored support for your challenges

ACTA-GM helps each member better understand, prioritize, and structure their anti-counterfeiting actions.

Let's discuss your

Premium services, missions, training programs, workshops, awareness campaigns and tailored support: pricing upon request.

Contact-us : contact@actagm.com

Preferential benefits & Rates for members

Category	Services/ Benefits	Discovery Membership € 1,500	Essential Membership € 2,500	Premium Membership € 5,000
Network & Community	Access to the ACTA-GM network	✓	✓	✓
	Newsletter & regional monitoring	✓	✓	✓
	Participation in ACTA-GM events	✓	✓	✓
	Access to webinars & online conferences	✓	✓	✓
Monitoring & Support	Online advisory & guidance meetings	1/year	4/year	6/year
	Maghreb & Africa regulatory monitoring	-	✓	✓
	Connection with authorities & partners	-	-	✓
	Identification of field needs	-	✓	✓
	Cases support & follow-up	-	✓	✓
	Support on anti-counterfeiting issues	-	✓	✓
Training & IP MAP	Participation in IP MAP Workshop programs	-	✓	✓
	Corporate & institutional training	-	✓	✓
	IP & Sport / Self-Defense Workshop Program	-	-	✓
	Reporting & feedback after workshops	-	-	✓
Enforcement & Field Operations	Export & compliance support	-	-	✓
	Customs monitoring & regional alerts support	-	✓	✓
	Online & offline detection reports	-	-	✓
	Statistical studies & market analysis support	-	-	-
Visibility & Communication	Access to awareness campaigns	-	✓	✓
	Participation in "The Watchers' Club" program	✓	✓	✓
	Logo visibility on ACTA-GM materials	-	✓	✓
	Communication & social media visibility	-	✓	✓
	Coordination/ invitations to meetings with authorities & institutions	-	-	✓
	Participation in international delegations & forums	-	-	✓
	Preferential rates with ACTA-GM partners	✓	✓	✓
	Regional strategic support	-	-	✓

✓ Access to services with tailor-made preferential rates depending on specific needs and geographical coverage.

Terms of collaboration

ACTA-GM distinguishes several collaboration frameworks in order to clearly define commitments and expectations: membership, services, partnerships, sponsorships, and dedicated programs.

Membership allows organizations and stakeholders to join the association and benefit from its network, activities, and services. A service engagement refers to a dedicated action tailored to specific needs, such as a study, exploratory mission, advanced monitoring, training program, workshop, event, or strategic support. A partnership enables the development of joint initiatives and collaborative actions based on shared objectives. Sponsorship provides an opportunity to support a specific initiative or program in exchange for clearly defined benefits and visibility opportunities. A dedicated program may be developed for a specific sector, geographic area, or target audience, based on identified needs and strategic priorities.



Why ACTA-GM goes beyond traditional service

ACTA-GM is not solely an operational service provider. The association combines a field-based approach, a cooperation network, awareness-raising initiatives, training capacity, and a regional strategic vision.

ACTA-GM provides a cross-regional perspective spanning Africa, the Greater Maghreb, Europe, and the Mediterranean region, while integrating global cooperation, awareness programs, participatory workshops, and institutional engagement.



Call to action



Are you looking to better understand a market, strengthen your anti-counterfeiting strategy, organize an exploratory mission, launch an awareness campaign, train your teams, or develop institutional cooperation?

ACTA-GM can support you through a clear, pragmatic, and field-oriented approach, tailored to local realities and operational challenges.



COMPANY NAME :

CONTACT 1 :

PHONE :Email :

CONTACT 2 :

PHONE :Email :

REGISTERED OFFICE ADDRESS :

BILLING ADDRESS :

WEBSITE :

SECTOR OF ACTIVITY :

DATE OF INCORPORATION : LEGAL FORM :

SHARE CAPITAL : NUMBER OF EMPLOYEES / PARTNERS:

AREAS OF OPERATION (COUNTRIES)

APE CODE :

SIRET NUMBER :

INTRA-COMMUNITY VAT NUMBER :

2026 MEMBERSHIP :

As a **Premium Member / Large Group** for the amount of **€5,000** excl. VAT

As a **Corporate Member** for the amount of **€2,500** excl. VAT

As an **SME / Start-up / Craftsman Member** for the amount of **€1,500** excl. VAT

I the undersigned :

Acting in the capacity of :

declare that I have read the statutes of ACTA-GM and wish to be admitted
as a Member of the ACTA-GM Association.

Done at : On :

Signature :



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