



MEDIA RELEASE

Counterfeiting and piracy hold back progress on achieving the UN Sustainable Development Goals

Austin, Texas, 20 November 2019 – Today, the Transnational Alliance to Combat Illicit Trade (TRACIT) addressed the plenary meeting of the INTA Leadership Meeting, hosted by the International Trademark Association (INTA). The event provided an opportunity to inform IP rightsholders on how TRACIT is seeking to shape the policy response to illicit trade through targeted advocacy work and flag-ship initiatives such as the Global Illicit Trade Environment Index and its current study on cross-sectoral vulnerabilities in the supply chain.

The forum featured a presentation of TRACIT's report, *Mapping the Impact on the Sustainable Development Goals of Illicit Trade*, which maps the 17 UN SDGs against 12 key sectors that participate significantly in international trade. Given the conference's theme, emphasis was placed on the links between illicit trade, counterfeiting and piracy.

"It's striking that illicit trade in counterfeiting and piracy poses the greatest threat across the 17 SDGs, directly impacting 9 of the SDGs, more than any other form of illicit trade," said TRACIT Director-General Jeff Hardy. "Consequently, counterfeiting poses major obstacles to sustainable development, holding back progress, increasing costs and pushing achievement of the goals further away."

Illicit trade in the form of trademark counterfeiting and copyright piracy undermines SDG 9 (Industry, Innovation and Infrastructure), by eroding the world's intellectual property rights (IPR) system that incentivizes innovation. In short, counterfeiting and copyright piracy rob companies of the financial reward for their creativity and investment in innovation.

Where copyright serves as a critical tool to finance the creation and commercialization of educational materials, pirating copyrighted works erodes investment in and production of cultural and educational materials, undermining SDG 4 (Quality Education).

About TRACIT

The Transnational Alliance to Combat Illicit Trade ([TRACIT](https://www.tracit.org)) is an independent, private sector initiative to drive change to mitigate the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade.

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