AIM ®
EUROPEAN BRANDS ASSOCIATION

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# The AIM Anti-Counterfeiting Committee

September 2026

## The AIM Anti-Counterfeiting Committee

AIM (Association des Industries de Marque) is the European Brands Association, which represents manufacturers of branded consumer goods in Europe on key issues that affect their ability to design, distribute and market their brands.

AIM comprises 2500 businesses ranging from SMEs to multinationals, directly or indirectly through its corporate and national association members. Our members are united in their purpose to build strong, evocative brands, placing the consumer at the heart of everything they do.

For over 35 years AIM has coordinated the Anti-Counterfeiting Committee, bringing together AIM members with other associations, organisations and companies actively fighting counterfeiting and piracy at European level.

Attached are brief overviews of the associations and organisations with whom we work in this Committee, together with a complete membership list (including the corporate members) and an explanatory diagram.

For further information, feel free to contact us:

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www.aim.be

# The AIM Anti-Counterfeiting Committee

## Mission:

- To act as a strong, coherent voice for European industry in the fight against the manufacture, distribution and sale of counterfeit and pirated items

- To engage in worldwide cooperation with all public and private sector stakeholders, including policy makers, other relevant authorities and Law Enforcement Agencies

## Operation & Methodology:

- The AIM Anti-Counterfeiting Committee has been established for over 35 years and is a coalition bringing together AIM members and other industry associations/organisations and IP right holders, all actively engaged in the fight against counterfeiting and piracy
- Our Committee Chairs are always recognised industry experts. Current Chair: Joeri Mombers, Signify; current Vice-Chair: Jenny Barker, GlaxoSmithKline
- We hold 2 full in-person meetings per year and ad hoc meetings as appropriate, with guests from institutions, authorities and/or industry allowing for active debate, and maintain constant e-mail contact to ensure members are updated as issues develop
- Our starting point is strong and enforceable IPRs, respected by all, as the foundation for combatting counterfeiting and piracy, on- and offline, to protect European consumers, Internet users, markets and legitimate businesses
- We consistently advocate for effective and coherent substantive legislation, practice and tools that apply fairly to all relevant players in the licit and illicit goods supply chains
- We support the practical enforcement and modernisation of existing European IPR legislation and practices to ensure legal certainty, operational practicability, effective online and offline enforcement actions with appropriate redress mechanisms and coherent cross-EU implementation
- We support the active engagement of, and respect for, all relevant Law Enforcement Authorities, especially customs, market surveillance and police, advocate for dedicated IPR expert teams and provide them with a practical industry interface
- We advocate for respect for, and protection of, IP by all online intermediaries, including platforms and social media providers through which counterfeits and other illegal content are offered to European consumers, and domain name service providers that facilitate the misuse of brand names to deceive and defraud Internet users, including in domain names, fake web shops and e-mails
- We support and where possible help to build pan-European and global tools to help LEAs and industry to combat infringements, such as the European Observatory's IP Enforcement Portal, and advocate for their interoperability with other electronic databases including COPIS and national solutions
- We actively participate in cross-industry and public-private anti-counterfeiting cooperation, including through our roles as founding, and active, members of the European Observatory on Infringements of IPRs, the Business Constituency of ICANN and the Memorandum of Understanding on the sale of counterfeit goods on the Internet, and as official observers to WIPO and the WCO
- We provide industry expertise on counterfeiting and piracy to support European dialogues, IP Chapters of FTAs and joint actions with third countries
- We identify key issues affecting industry at large leading to holistic, targeted advocacy before the authorities
- We share best practice on combating counterfeiting and piracy drawing on the expertise and experiences of our diverse membership, regularly provide expert speakers for major events and act as conduit for information-sharing between all relevant stakeholders

# Industry Association/Organisation members of the AIM Anti-Counterfeiting Committee

## ACG - Anti-Counterfeiting Group UK

The Anti-Counterfeiting Group (ACG) represents the interests of around over 3000 brands in 20 different countries. ACG works through high profile media campaigns, IP roadshows, and conferences to change society's perception of counterfeiting and to underline the damaging economic and social cost of fakes. ACG lobbies all levels of government, from local to international, for more enforcement resources and to bring in the necessary legislation to protect society from the increasing global threat of counterfeiting.

For further information: info@a-cg.com
www.a-cg.com

## ANDEMA - Spanish Anti-Counterfeiting Group

Founded in 1989 by the Spanish High Council of Chambers of Commerce, Industry and Navigation, ANDEMA is a non-profit business association, composed of over 100 industrial and intellectual property rights owners of a wide range of sectors including clothes, shoes, leather, jewellery, foodstuffs, wines, spirits, beauty products, telecommunications, tobacco, hotels, pallets, toys and taps.

ANDEMA seeks to defend intellectual and industrial property rights at any level, for which it carries out some lobbying activity. ANDEMA is very active in the fight against counterfeiting, cooperating in educational programs and in public awareness campaigns.

ANDEMA also deals with other fields of activity relevant to intellectual and industrial property rights: fiscal fraud, parallel trade, electronic trade, unfair competition, trade marks and innovation and design.

For further information: info@andema.org

**APM - German Anti-Counterfeiting Association**

Founded by the Association of German Chambers of Commerce and Industry (DIHK), the Federation of German Industry (BDI) and the German Brands Association (Markenverband), the Aktionskreis gegen Produkt- und Markenpiraterie e.V. (APM) (German Anti-Counterfeiting Association) aims to promote adherence to rules protecting intellectual property, to protect business from the violation of such rules, and to combat crime in that area. Its members are well-known companies from a variety of different sectors. APM advocates for adequate legislation, raises public awareness and fosters the exchange of experiences.

For further information: info@apm.net
www.apm.net

**BABM - Belgilux Association of Branded Products Manufacturers**

BABM is the Belgilux Association of Branded Products Manufacturers and AIM's National Association. It represents the branded fast moving consumer goods industry in Belgium and Luxembourg on key issues which affect the ability of brand manufacturers to design, distribute and market their brands.

BABM was founded in 1994 and current membership includes 50 companies producing national and international branded products in the BeLux area.

For further information: babm@babm.be
www.babm.be

**BIEM - Bureau des Sociétés gérant les Droits d'Enregistrement et de Reproduction Mécanique**

BIEM is the international organisation representing mechanical rights societies. Mechanical rights societies exist in most countries. They license and collect royalties on the reproduction of songs (including musical, literary and dramatic works). Their members are authors, composers and music publishers. They also license the mechanical rights in downloading and streaming music via the Internet. BIEM represents 55 societies from 59 countries and promotes the interests of its member societies, particularly in forums relating to authors' rights.

For further information: info@biem.org
www.biem.org

**British Brands Group**

The members of the British Brands Group, the National Association of AIM, comprise many of the world's leading brand manufacturers, all committed to ensuring that brands and their contribution to consumers, society and the economy are understood and reflected in UK policy. While building a deeper understanding of brands is the Group's primary role, it also represents its members collectively when regulatory or commercial issues arise that may inhibit the ability of brands to deliver their benefits.

For further information: info@britishbrandsgroup.org.uk
www.britishbrandsgroup.org.uk

**BUSINESSEUROPE - the Confederation of European Business**

BUSINESSEUROPE is the leading advocate for growth and competitiveness at European level, standing up for companies across the continent and campaigning on the issues that most influence their performance. A recognised social partner, it speaks for all-sized enterprises in 34 European countries whose national business federations are BUSINESSEUROPE's direct members.

For further information: main@businesseurope.eu
www.businesseurope.eu

**Comité Colbert - French Luxury Goods Association**

Founded in 1954, the Comité Colbert gathers 81 French luxury houses, 14 cultural institutions and 6 European members sharing common values of Heritage and Creation and contributing to the European soft power.

The Comité Colbert represents an industry that is a major driver of economic growth and employment. It is a preferred interlocutor for public authorities in France, Europe and the rest of the world and focuses on key priorities: protecting creativity through intellectual property rights, promoting savoir-faire and skills and advocating for a fair access to markets.

To promote its members globally, the Comité Colbert formulates a collective strategy in order to complement individual brands identity, and to highlight the creativity and outstanding craftsmanships of the sector. On all 5 continents, it plans events illustrating the close ties between luxury and culture therefore being a key actor of cultural diplomacy.

For further information: info@comitecolbert.com
www.comite-colbert.com

**CropLife Europe**

CropLife Europe represents sustainable crop protection solutions: innovative and science-based, our solutions keep crops healthy and contribute to providing Europeans with a safe, affordable, healthy, and sustainable food supply.
We promote modern farming practices and champion the use of innovation and technology for a more sustainable model of agriculture.
Our members provide a wide variety of innovative farm solutions:

- Our members are market leading companies that develop and supply **pesticides and biopesticides** to organic, conservation (low till, no till), agroforestry and conventional agriculture models.
- Our members invest in **precision applications**, which enable delivery of the minimum amount of product, at the right place, at the right time.
- Our members look for future **plant biotech** traits that will enable crops to thrive in difficult conditions or provide greater benefit in people's diets.

*CropLife Europe formerly known as European Crop Protection Association has expanded its scope of mandate as of 1st of January 2021. Alongside pesticides, CropLife Europe will represent 22 company members and 32 national associations in the area of digital and precision farming, plant biotech innovation and biopesticides.*

For further information: croplife@croplifeeurope.eu
www.croplifeeurope.eu

**EFPIA - The European Federation of Pharmaceutical Industries and Associations**

EFPIA represents the research-based pharmaceutical industry operating in Europe. Through its direct membership of 33 national pharmaceutical industry associations and 40 leading pharmaceutical companies, EFPIA is the voice on the European scene of about 2,000 companies committed to researching, developing and bringing to patients new medicines that improve health and the quality of life around the world. EFPIA has the broad objective of improving the competitiveness of the pharmaceutical industry in Europe in a regulatory and political environment which above all stimulates R&D and rewards innovation.

For further information: reception@efpia.eu
www.efpia.eu

**IFPI - International Music Industry Association**

IFPI represents the recording industry worldwide with over 1300 record companies in 66 countries and affiliated industry associations in 55 countries. IFPI's priorities are fighting music piracy, promoting fair market access and adequate copyright laws, helping develop the legal conditions and the technologies for the recording industry to prosper in the digital era and promoting the value of music in the development of economies, as well as in social and cultural life

For further information: euroinfo@ifpi.org
www.ifpi.org

**INDICAM - Italian Anti-Counterfeiting Group**

INDICAM represents over 160 companies, industry associations, law and IP firms, security consultants and other organisations engaged daily against counterfeiting activities that hit branded products.

INDICAM is active in Italy and internationally, in developing IP rights and anti-counterfeiting awareness and culture and in lobbying for better anti-counterfeiting legislation and its stricter enforcement. Side-by-side support and work with police forces, customs and other authorities is a common duty for the association, as well as training and innovation in the fight against fakes.

INDICAM is the sister organisation to Centromarca, AIM's National Association in Italy.

For further information: info@indicam.it
www.indicam.it

**IVF - International Video Federation**

The members of the International Video Federation are associations representing businesses active in all segments of the film and audiovisual sector in Europe. Their activities include the development, production, and distribution of films and audiovisual content as well as their publication on digital media and in online channels.

For further information: info@ivf-video.org
www.ivf-video.org

## Markenartikelverband – Austrian Brands Association

Founded in 1925 by leading Austrian branded consumer goods manufacturers to represent and protect their interests in subjects of unfair competition.
Since then the Austrian Brands Association has always been focusing on Fast Moving Consumer Goods, nowadays comprising 100 member companies who employ around 4500 collaborates achieving a total of 8,5 bn€ annually.

Markenartikelverband defends the interest of its members in the legislative process via common positions and constructive dialogue, striving for free and fair competition. Austrian Brands Association moreover specifically promotes the value of brands by organizing and implementing a common outdoor and digital campaign - every February since 1995, more than 30 companies participating.

For further information: office@mav.at
www.mav.at

## Markenverband - German Brands Association

Founded in 1903 by leading German branded consumer goods manufacturers in their fight against unfair competition, the German Brands Association, Markenverband, today represents some 380 branded goods and services companies with an annual turnover of c. €350 bn. It is AIM's National Association in Germany.

Markenverband's activities cover a broad spectrum, from political lobbying for a brand-friendly legal and competitive environment, including freedom of advertising and effective IP protection, to member services like workshops and conferences on relevant issues. Markenverband represents its members on questions of general concern before the German Patent and Trade Mark Office, the German Customs Organisation and in the Advisory Committee of the German NIC (DeNIC) on the TLD .de. Amongst other issues, especially important fields of work are the fight against counterfeits and look-alikes, unfair competition and competition law and also CSR and consumer policy.

For further information: info@markenverband.de
www.markenverband.de

**MPA - Motion Picture Association**

The Motion Picture Association (MPA) serves as the leading voice and advocate of the motion picture, home video, and television industries. It works in every corner of the globe to advance the creative industry, protect its members' content across all screens, defend the creative and artistic freedoms of storytellers, and support innovative distribution models that bring an expansion of viewing choices to audiences around the world.

The MPA (working with local Content Protection Organisations) investigates and reports on activities infringing intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts educational outreach programs to teach movie fans around the world about the harmful effects of online piracy. Europe is a creative powerhouse and the MPA members have been an important part of Europe's cultural ecology for a hundred years contributing greatly to its diverse and dynamic media environment.

For further information: info@mpaeurope.org
www.mpa-emea.org

**Promarca - Swiss branded goods association**

Founded in 1929, Promarca defends the interests of almost 100 branded consumer goods companies in Switzerland by strengthening and protecting the values attached to brands within the context of a fair market. Promarca, which is AIM's National Association, promotes awareness of the value of brands and the importance of their protection, including counterfeiting, imitation and infringement. It defends the interests of its members in the legislative process via common positions and constructive dialogue, supporting free and fair competition.

For further information: info@promarca.ch
www.promarca.ch

**TIE - Toy Industries of Europe**

Toy Industries of Europe (TIE) is the trade association for the European toy industry. The toy industry is highly international and is one of the most dynamic business sectors in Europe. Over 99% of the sector is composed of small and medium sized enterprises (SMEs), which have less than 50 employees. Members of TIE include corporate companies as well as national associations from Bulgaria, Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and the UK.

For further information: info@toyindustries.eu
www.toyindustries.eu

**Video Games Europe**

Since 1998, Video Games Europe has ensured that the voice of a responsible video games ecosystem is heard and understood. We represent 19 European and international video game companies and 13 national trade associations across the continent.
Europe's video games sector is worth approximately €24.5bn, and 53% of Europeans are video game players. We publish a yearly Key Facts report with the latest data on Europe's video games sector.

For further information: info@videogameseurope.eu
https://www.videogameseurope.eu/

**Union des Fabricants - French Anti-Counterfeiting Association**

Union des Fabricants, the French anti-counterfeiting association, is a unique observatory for protecting intellectual property rights. Its task, which is in the public interest, benefits to all its members, providing them with a forum for obtaining and exchanging information.
Union des Fabricants works with government departments, dialogues with national and international bodies, organises trainings or actions and communicates with the general public.

The main tasks of Union des Fabricants are to:

- inform and support companies and professionals;
- exchange with government departments;
- create consumer awareness;
- ensure media coverage;
- act and influence; and
- organise authentication trainings with authorities in charge of fighting against counterfeiting (mainly customs, but also police, gendarmerie, judges.)

For further information: rmessali@unifab.com
www.unifab.com

## Industry Association/Organisation and Corporate members of the AIM Anti-Counterfeiting Committee

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**ANDEMA** – Spanish Anti-Counterfeiting Group
**APM** – German Anti-Counterfeiting Association
**BABM –** Belgilux Association of Branded Products Manufacturers (National Association of AIM)
**Bacardi Martini**
**BIEM** – Bureau des Sociétés gérant les Droits d'Enregistrement et de Reproduction Mécanique
**British Brands Group -** British branded goods association (National Association of AIM)
**BUSINESSEUROPE** – the Confederation of European Business
**Chanel**
**Centromarca Italy** (National Association of AIM)
**Colgate-Palmolive**
**Comité Colbert** – French Luxury Goods Association
**CropLife Europe**
**Danone**
**Diageo**
**EFPIA** – European Federation of Pharmaceutical Industries and Associations
**Estée Lauder**
**Ferrero**
**FNLI, Federation of Dutch Food & Grocery Manufacturers** (National Association of AIM)
**GSK**
**Haleon**
**Heineken**
**Henkel**
**HP Inc**
**IFPI** - International music industry association
**INDICAM**– Italian Anti-Counterfeiting Group and sister to Centromarca (Italian branded goods association, National Association of AIM)
**IVF** – International Video Federation
**JDE**
**Kellanova**
**Kenvue**
**The Lavazza Group**
**The LEGO Group**
**Longchamp**
**L'Oréal**
**LVMH**
**Markenverband** – German Brands Association (National Association of AIM)

**Markenartikelverband** – Austrian Brands Association (National Association of AIM)
**Mars**
**Maus Frères**
**MLDK, Branded Manufactures Association Denmark** (National Association of AIM)
**Mondelēz**
**MPA** - Motion Picture Association
**Nestlé**
**Nike**
**Pepsico**
**Pernod Ricard**
**Procter & Gamble**
**Promarca** - Swiss branded goods association (National Association of AIM)
**PUMA**
**RECKITT**
**Royal Philips**
**TIE** – Toy Industries of Europe
**Signify**
**Video Games Europe**
**Unilever**
**Union des Fabricants** – French Anti-Counterfeiting Group

## European Industry Coordination via the AIM - Anti-Counterfeiting Committee

***Europe***
***ECTA, MARQUES…***

***European Institutions***
***Commission, Parliament, Council, Europol, EUIPO, Observatory…***

***Global***
***INTA, Interpol, ICANN, WCO, WTO, WIPO…***