

ITU Event on “Combating Counterfeit and Substandard ICT Devices”
Geneva, Switzerland, 17-18 November 2014



Actions for Promoting Consumer Health and Safety

Thomas Barmueller
Director EMEA
Mobile Manufacturers Forum

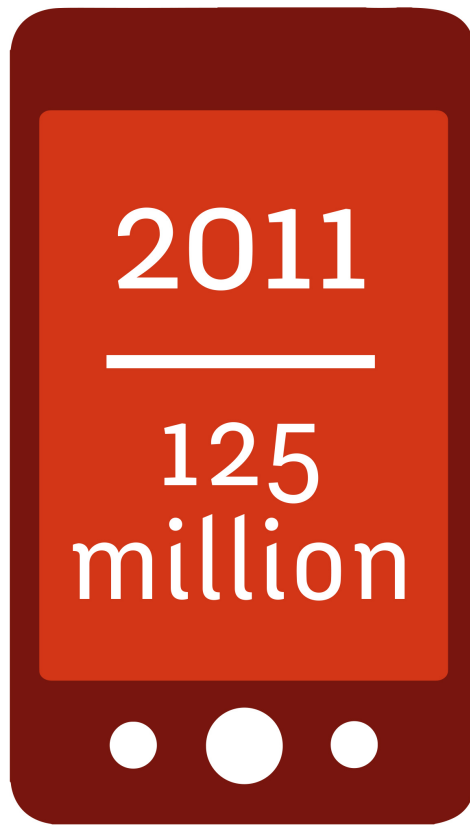
Overview of the MMF

- International association of radio equipment manufacturers
 - Representing around 80% of global handset sales; and
 - The providers of the majority of global network infrastructure
- Association's focus:
 - Consumer health and safety
 - Accessibility of wireless telecommunications equipment
 - Anti-counterfeit measures
- Key areas of activity:
 - Research and standards support
 - Regulatory harmonisation
 - Public communications
- Members include: Apple, Cisco, Ericsson, Intel, LG, Microsoft, Motorola Solutions, Motorola Mobility, Nokia, Samsung, Sony and TCT Mobile



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Key Facts



counterfeit/substandard
handsets sold globally

WHAT IS THE IMPACT?

\$6 billion
in lost sales
per year

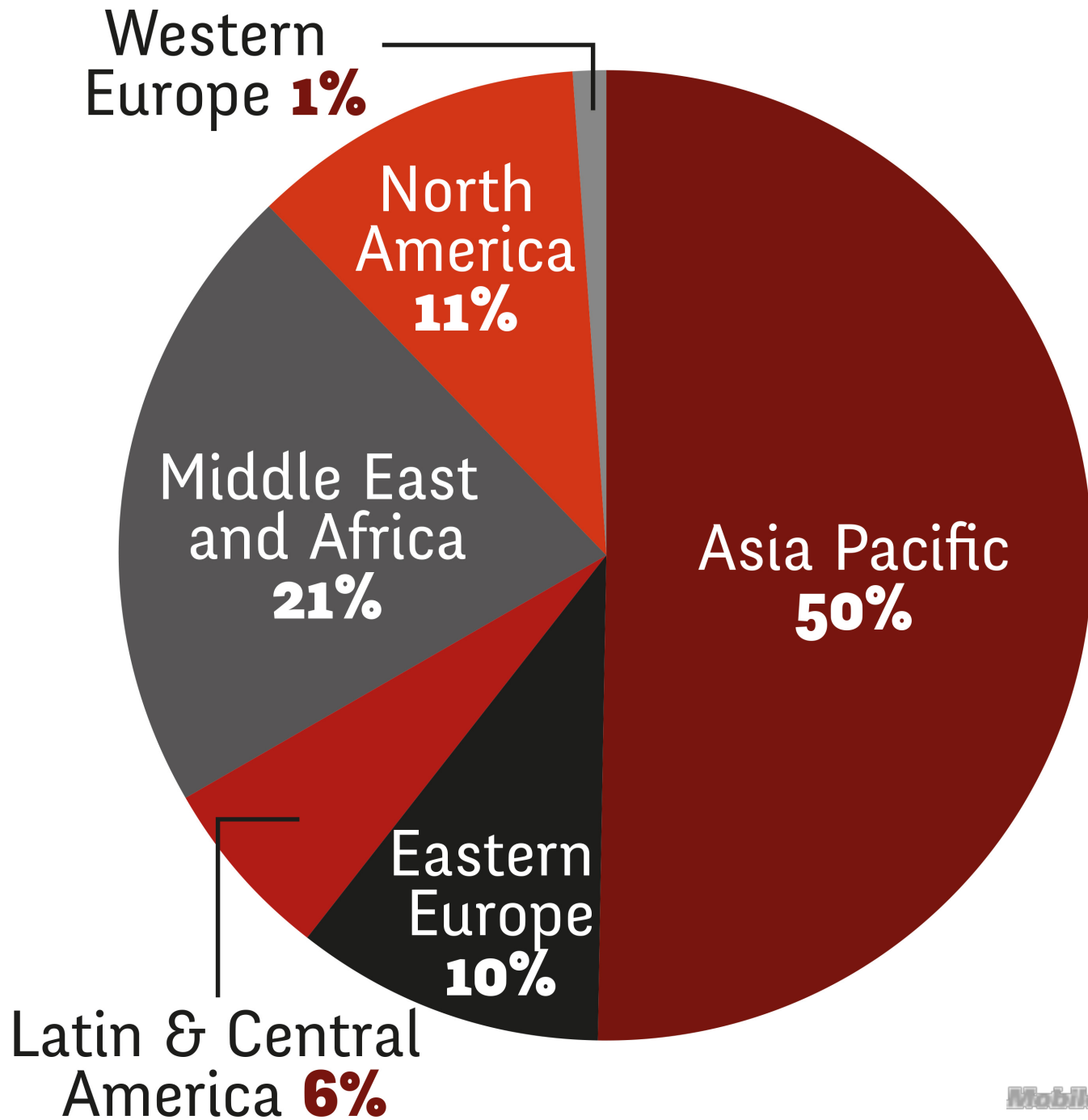




USD\$1.5
billion
in lost
sales

INDIA

USD\$545
million
in lost
taxes

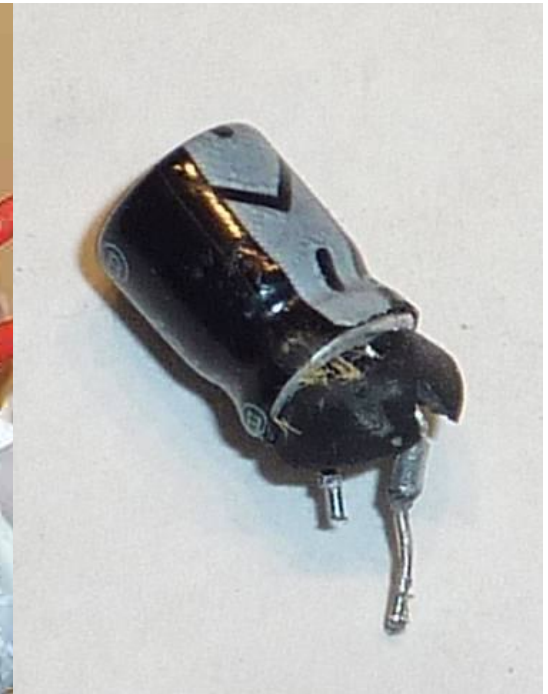
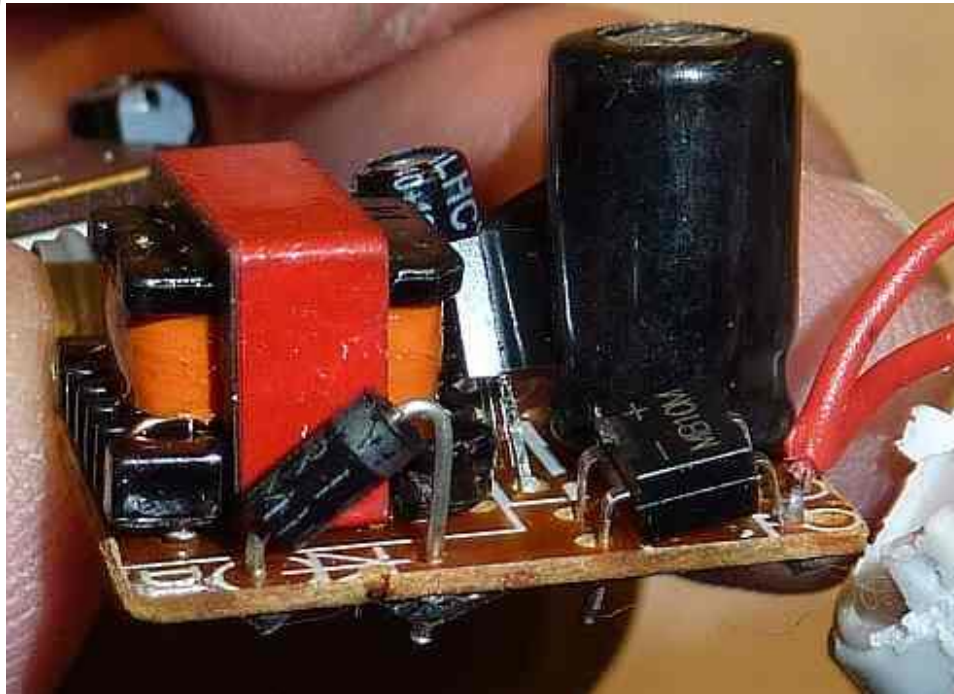




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Health and Safety Implications

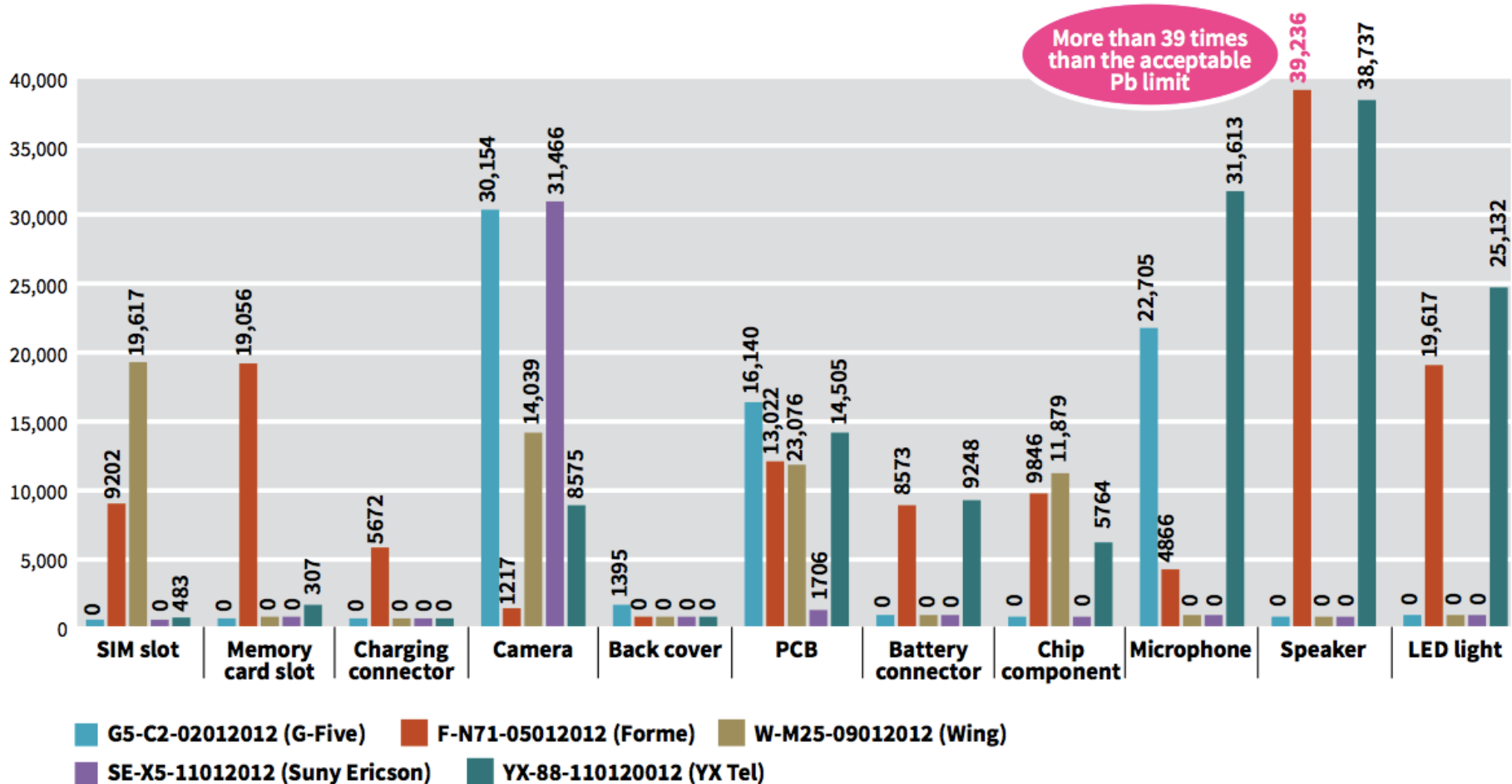
Product Safety



- What was found in a fake charger:
 - Key safety standards not met
 - Poor soldering and component choices;
 - Broken connections;
 - Poor-quality electrical output
 - Potential electrical hazard

Hazardous Substances

High Lead (Pb) content found in all handsets tested - clearly amplifying their substandard character

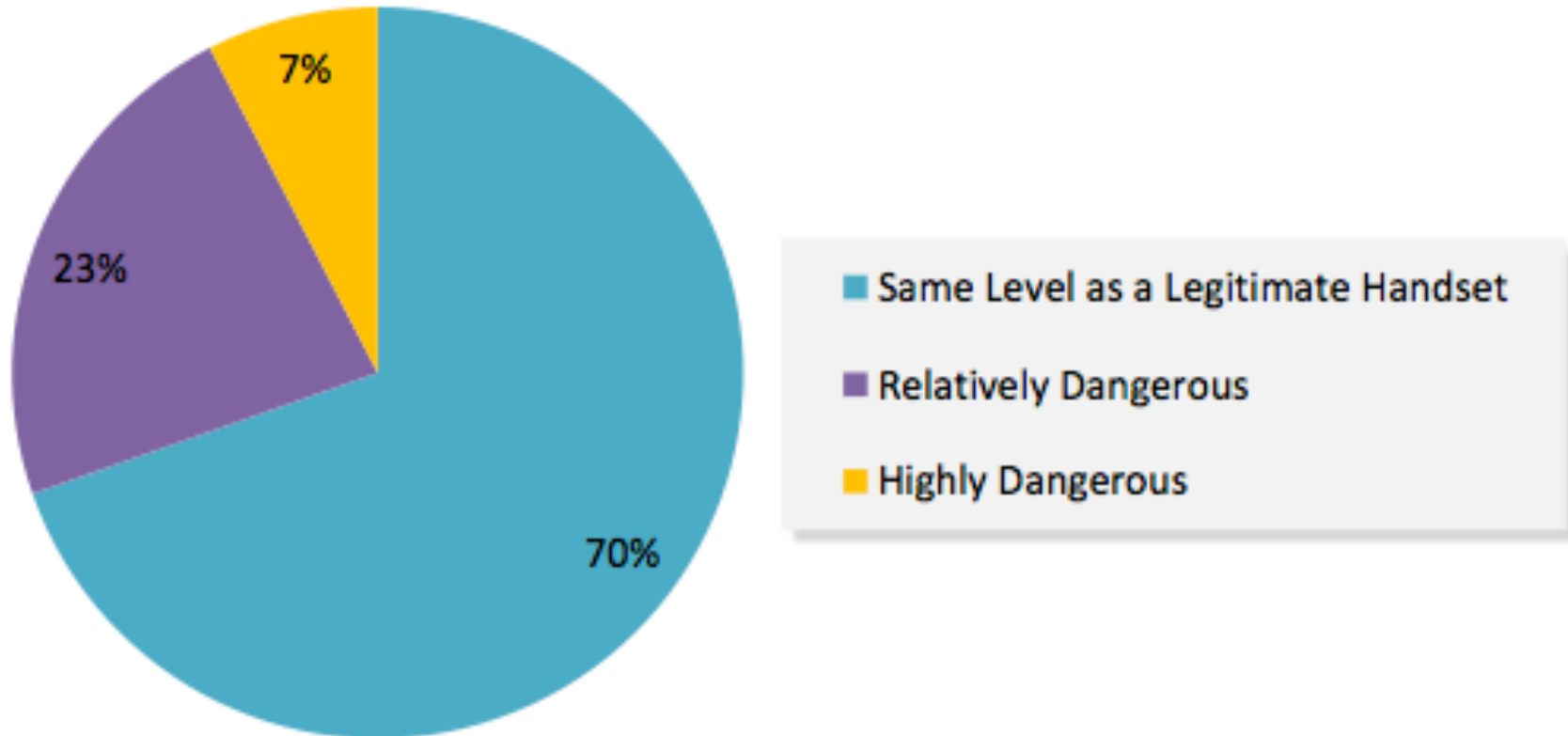


Personal Safety

- Personal and private information
 - Banking
 - Health information
 - Contacts
 - Business and personal info/emails
- Smartphone **malware increases** dramatically
 - In 2011: 472% up
 - 55% of this spyware
 - 44% of this SMS trojans

Need to Increase Awareness

- 70% wrongly believed that counterfeit devices were of the same quality as the original





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Our Response

Scope of Activity

- Develop **communications** campaigns & build awareness
- Work with stakeholders for **reforms** in key markets
- Build **partnerships and** engage in institutional **collaboration**
- Identify and define **regulatory** best practices
- Propose **standards** to improve product security
- Research impact and **compliance**

Communications

- Global & regional communications strategies
- Consumer website: www.spotafakephone.com
- Social media campaigns
- Fact sheets
- Media briefings

Is your mobile phone

COUNTERFEIT?

Counterfeit phones and accessories are a multi-billion dollar business controlled by organized crime. Don't buy into it!

[How to Tell](#)



What's so bad about fake phones?

CONSUMER IMPACT

Buying fake phone can pose a health risk to you and loved ones who use the device. Other drawbacks, such as network disruption and poor product quality makes buying genuine the clear choice.

NATIONAL IMPACT

With counterfeiters evading taxation, many countries are losing a great deal of revenue, including sales and value added taxes as well as various duties and associated government charges.

INDUSTRY IMPACT

Black market phones cost the mobile phone industry billions of dollars in lost sales every year. According to some reports counterfeit black market phones made up around 10 per cent of worldwide sales in 2010.

[Learn more](#)

PUBLICATIONS



Counterfeit mobile phones a US\$6 billion a year drain on global economy
February 2014



Counterfeit and substandard mobile phones - A resource guide for Governments (EN)
February 2014

[SEE ALL](#)

WHO WE ARE



Mobile Manufacturers Forum

The Mobile Manufacturers Forum is an international

association of telecommunications equipment manufacturers with an interest in mobile or wireless communications.

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6 Nov

Lyon: Plus de 12.000 articles de contrefaçon détruits à l'aéroport Saint-Exupéry @20minutes #contrefaçon #téléphone #mobile



spotafake
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4 Nov

Trade watchdog seizes 'heap' of fake phones
dailynews.co.tz/index.php/biz/... via @dailynewstz #fake #phone #spotafake #counterfeit

Research

- **Network performance** testing on standard 3GPP testing protocols found significant impact:
 - **Fakes drop 1 in 4 calls**
 - **Fakes delay handover** on average by 41%
 - **Fakes even fail in every 3rd handover**
 - **Fakes operate poorly**, on average at only half the distance away from a base station than an original device
 - **Fakes have limited data speeds** (despite packaging claims)
- Accredited labs tested **EU RoHS compliance** and found
 - **Too high levels** of Lead, Cadmium, Bromine, and Chromium

Recommendations for Government

- Investigate prevalence of C&SS devices on national networks (duplicate and fake IMEI's)
- Adopt 'National Action Plan':
 - Increase consumer awareness
 - Increase enforcement
 - Legislative/regulatory reforms
- Implementation of blocking technologies:
 - 'Fingerprinting' device against capabilities (more complex); or
 - Based on IMEI (less complex but less discerning)

Further Information



Michael Milligan, Secretary General, michael.milligan@mmfai.org
 Thomas Barmueller, Director EMEA, thomas.barmueller@mmfai.org
www.mmfai.org

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Resource Guide for Governments:

<http://spotafakephone.com/docs/eng/MMF%5FCounterfeitPhones%5FEN%2Epdf>