

Title:

Responding to the Counterfeit Challenge: Lessons Learnt To Date

Abstract:

Counterfeit smartphones alone cost genuine manufacturers €45 Billion Euros in lost sales each year according to a recent EUIPO study. Consumers not only lose their money, but get an inferior and often dangerous product. This presentation will review efforts to combat counterfeit mobiles - and in particular look at the Colombian IMEI blocking system as a case study. The Mobile & Wireless Forum (MWF) obtained 6.7m blocked IMEI's covering a key 20 month period of the project for analysis and the presentation will detail some of the findings and key lessons learnt from the data. It will highlight the effort that goes into defrauding governments and manufacturers, deceiving consumers and negatively impacting operators and strengthens the argument for Governments to adopt similar schemes.