

FICCI-CASCADE Bags Global Award for Protection from Dangerous Fakes

NEW DELHI, May 29, 2013: FICCI-CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying Economy) has bagged the prestigious Global Anti-Counterfeiting Award 2013 in Paris (France) in the Association category for its effective and sustained campaign against counterfeiting activities in India.

The winners of the 15th annual Global Anti-Counterfeiting Awards were announced in Paris on Tuesday on World Anti-Counterfeiting Day. The awards are instituted as a continuing recognition of special achievements by individuals, companies and organisations.

The 2013 Awards to INTERPOL and to the Malaysia Health Service focus on the exceptional work these public bodies have done in the fight against trafficking in illicit and sometimes dangerous goods and against fake medicines respectively. In other categories, the enthusiastic lift-off last year of a new anti-counterfeiting committee FICCI-CASCADE in India is recognised and the continuing work above and beyond expected objectives of the Procter and Gamble company is rewarded. And Silvio Paschi, the retiring Secretary General of INDICAM – the Italian Anti-Counterfeiting organisation receives an individual award to mark his long-standing and untiring work in Italy and his wise and selfless advice and contribution to the success of other international campaigns.

A citation by GACG and Reconnaissance International's Authentication News, FICCI-CASCADE was recently established in increasingly difficult times for the campaign against fakes in India. It has successfully engaged all relevant stakeholders in government, enforcement agencies, customs and officials on the public side as well as, consumers, industry and the media on the private side. Including robust research in their programme of public education, they have also engaged internationally to exchange best practices with their peers throughout Asia and the rest of the world. FICCI-CASCADE is further working closely with youth to create a national level "Youth Movement Against Counterfeiting and Smuggling".

The other awardees are:

- **Individual Achievement Award**
Silvio Paschi – Secretary General INDICAM (Italy)
- **International Public Body Award**
INTERPOL - Trafficking in Illicit Goods and Counterfeiting Programme
- **National Public Body Award**
Ministry of Health Malaysia Pharmaceutical Enforcement Department
- **Highly Commended:**
AGCM, The Italian Anti-Trust and Consumer Protection Authority
- **Company Award**
Procter and Gamble Global Brand Protection (Anti-Counterfeiting Team)
- **Highly Commended:**
Johnson & Johnson Global Brand Protection
- **Association Award FICCI-CASCADE (India)**
- **Highly Commended:**
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