



PRESS RELEASE

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GACG AWARDS 2026

GACG honours excellence in the fight against counterfeiting

On the occasion of the World Anti-Counterfeiting Day, hosted by UNIFAB, in Paris on June 4th 2026, the Global Anti-Counterfeiting Group (GACG)* Awards honouring each year the public and private actors most committed to the global fight against counterfeiting.

The 2026 laureates, selected by a jury made up of Delphine Sarfati-Sobreira, Président and CEO of UNIFAB (French Anti-Counterfeiting association), Juna Shehu, Vice-president and General Director of INDICAM (Italian Anti-Counterfeiting association), Gerard Guiu, Vice-president and General Director of ANDEMA (Spanish Anti-counterfeiting association), and one winner of the last edition Chanel, were recognised in five distinct categories, reflecting the breadth of commitment across this field.

2026 AWARD WINNERS

► Professional Achievement

Christian Peugeot
President of UNIFAB

Since 2010, Christian Peugeot has led UNIFAB with a rare conviction: that the fight against counterfeiting is, above all, a cause in service of innovation, creativity, and consumer safety. For over fifteen years at the helm of this association, he has defended the nation's intellectual heritage with unwavering commitment and genuine enthusiasm.

Under his presidency, UNIFAB has strengthened its international reach, intensified its awareness campaigns, and deepened its partnerships with French and European public authorities.

But what truly sets Christian Peugeot apart is the person behind the president: approachable, unifying, and kind — qualities universally and unanimously recognised by all.

This year, it is only right to acknowledge an exceptional, human, and lasting commitment: that of a man devoted to defending creativity and the French economy.

► **National Public Body (2ex-aequo+ 1 special mention of the jury)**

Guardia di Finanza

The Guardia di Finanza has established itself as one of the most active and effective forces in the European fight against counterfeiting, consistently delivering outstanding results both at EU borders and within the internal market.

As a key driver of EMPACT, the European Multidisciplinary Platform Against Criminal Threats, the Guardia di Finanza has played a leading role in coordinating and conducting joint operations across Member States, targeting the trafficking of counterfeit goods with remarkable precision and efficiency.

The figures speak for themselves: according to the 2024 results on EU border enforcement and the internal market, as presented at the IPEP (Intellectual Property Enforcement Platform), Italy and its public sector seized more counterfeit items than any other authority in Europe. This exceptional performance reflects not only the scale of operations deployed, but also the quality of intelligence gathering, inter-agency coordination, and the deep expertise developed by the Guardia di Finanza in intellectual property crime enforcement.

Beyond statistics, the Guardia di Finanza embodies a model of engagement that combines rigorous investigative work, strong international cooperation, and an unwavering commitment to protecting consumers, businesses, and the integrity of the European market.

For these reasons, the Guardia di Finanza fully deserves to be recognised as an exemplary national public body in the global fight against counterfeiting.

Policía Nacional

The Policía Nacional has demonstrated an outstanding commitment to the fight against counterfeiting and piracy in Spain.

Through its specialized units, it has led and participated in numerous operations resulting in the seizure of large quantities of counterfeit products across multiple categories, including medicines, luxury goods, consumer products and spare parts, while also dismantling criminal networks operating both nationally and internationally.

The force also stands out for its international cooperation. It works actively with European and international bodies such as Europol, INTERPOL and OLAF in cross-border operations against counterfeiting, contributing to a coordinated global response to the trade in counterfeit goods. In this regard, its activities within the framework of EMPACT are particularly noteworthy.

Through its participation in EMPACT priorities linked to intellectual property crime, the Policía Nacional has contributed to strengthening operational coordination, improving intelligence exchange and promoting joint actions with other European law enforcement authorities.

These efforts have played an important role in increasing the effectiveness of investigations into counterfeiting and piracy, as well as in reinforcing the strategic relevance of intellectual property crime within the broader fight against organised crime.

► International Public Body

DG TAXUD

The DG TAXUD has played a fundamental role in the design and coordination of the European Union's customs policy against the trade in counterfeit goods. Through the development of the European customs regulatory framework and the coordination of Member States' customs administrations, it has made a decisive contribution to strengthening border controls and preventing goods that infringe intellectual property rights from entering the European market.

One of DG TAXUD's most significant achievements in recent years has been the inclusion of counterfeit products in the lists of dangerous goods subject to enhanced controls. This initiative, of enormous importance for rights holders and consumer safety, recognizes that counterfeiting is not only an infringement of intellectual property rights but also a real risk to public health and safety. The identification of risk categories — such as counterfeit medicines, toys, automotive spare parts, cosmetics, and electrical products — within customs risk management systems has enabled Member

States' authorities to better target their controls and significantly increase border seizures. It publishes the report on EU customs enforcement of intellectual property rights, providing detailed data on seizures, product categories, countries of origin, and trafficking routes. This transparency exercise is an essential tool for companies, associations, and authorities to guide their brand protection and enforcement strategies.

DG TAXUD has also been the driving force behind the update and strengthening of the European Regulation on intellectual property rights enforcement at the border, providing European customs authorities with more effective legal tools to act against counterfeit goods, including small

consignments linked to e-commerce. Its contribution has been decisive in the fight against counterfeiting in Europe.

► Company

MF Brands

In the fight against counterfeiting, some companies choose active engagement over mere reactive defence. MFBrands Group is one of them.

Firmly convinced that intellectual property protection must also be won in the field, the Group has deployed an ambitious anti-counterfeiting strategy on an international scale, forging close partnerships with customs, law enforcement and judicial authorities across numerous countries. A demanding, long-term cooperation that has delivered concrete and significant results: extensive seizures of counterfeit goods and the dismantling of organised networks operating across multiple borders.

This behind-the-scenes work, often invisible to the public eye, reflects a deep-seated conviction: protecting one's brands means protecting consumers, jobs, and the integrity of an entire industry.

Through its resolute commitment and high-impact actions, MFBrands Group has established itself as an exemplary player in the fight against counterfeiting and a trusted partner for international public authorities.

Examples :

- August 2025, in Brazil, Lacoste achieved a significant success in the fight against counterfeiting, thanks to strong collaboration with local authorities. This collaboration led to a large-scale operation at a Santa Catarina warehouse identified during a prior investigation. This joint action, supported by technical expertise, logistical assistance, and close coordination with the police, resulted in the seizure of over 430,000 counterfeit Lacoste items, including clothing and branded labels, disrupting a major illegal production and distribution operation.
- 30,000 Lacoste labels were seized at a factory in Istanbul, Turkey, by local police. This operation is the result of extensive investigations conducted by Lacoste into Turkish companies and individuals identified as exporters/shippers in connection with seizures made at the borders of countries other than Turkey, including several European countries.

► **Association**

Fédération du Prêt-à-Porter Féminin

Championing creativity, protecting businesses, and driving change: this has been the mission of the Fédération Française du Prêt-à-Porter Féminin, and its President Yann Rivoallan, for decades a mission it pursues with energy and determination that commands genuine admiration.

In a sector undergoing profound transformation, faced with unfair competition and the excesses of fast fashion, the Federation has risen to the challenge. It has consistently and passionately advocated for French designers and businesses, tirelessly reminding the world that fashion is, above all, a living industry one that creates jobs and carries cultural identity.

Its commitment to the anti-fast fashion legislation perfectly illustrates its ability to turn conviction into concrete action. Through rigorous and tenacious lobbying of public authorities, the Federation has helped position France as a global pioneer in regulating the most destructive practices of the textile industry.

Engaged, bold, and deeply impactful, the Fédération Française du Prêt-à-Porter Féminin fully deserves to be recognised for this exemplary fight carried out with as much heart as professionalism.

CONTEXT & STAKES

Counterfeiting today represents a major economic, health, and security threat. In France and internationally, the mobilisation of public and private stakeholders is more essential than ever to protect consumers, businesses, and innovation.

The GACG Awards are part of this momentum, celebrating exemplary initiatives and recognising the commitment of those who work daily for a safer and fairer global trade environment.

ABOUT GACG

Founded in 1992, the Global Anti-Counterfeiting Group (GACG) is the world's leading international network dedicated to the fight against counterfeiting and piracy. It brings together national anti-counterfeiting associations and organisations from all industries and coordinates joint actions, best practice sharing, and advocacy efforts across more than 40 countries on five continents.

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