

## Contacts:

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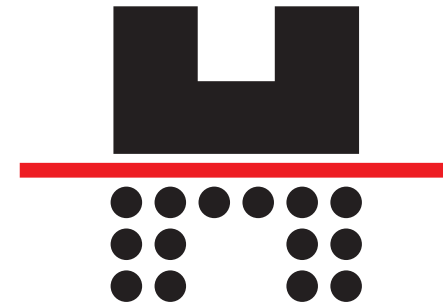
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# National Board Against Counterfeiting

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Hungary

The **National Board Against Counterfeiting** (NBAC) in Hungary is a common platform for all the authorities and stakeholders involved in the protection and enforcement of intellectual property rights in Hungary since 2008. The new members were appointed and the leadership of the NBAC was elected in February 2015.

#### Members of the Board:

Governmental institutions	Non-governmental organizations
Ministry of Justice	Hungarian Association for the Protection of Industrial Property and Copyright
Ministry of Human Resources	Hungarian Publishers' and Booksellers' Association
Ministry for National Economy	Hungarian Association of Brands
Ministry of Agriculture	Hungarian Pharmaceutical Manufacturers Association
Hungarian Authority for Consumer Protection	Hungarian Trademark Association
Headquarters of the National Police	ProArt Association for the Protection of Copyright
National Media and Infocommunications Authority	National Association of Entrepreneurs and Employers
National Tax and Customs Administration	ICT Association of Hungary
Hungarian Intellectual Property Office – <i>Secretariat of NBAC</i>	Hungarian Marketing Association
	Hungarian Automotive Professional Association



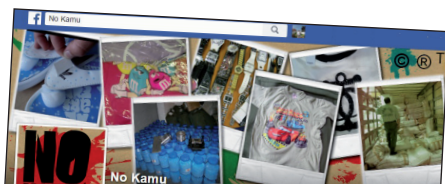
The **President of the Board** is the Minister of Justice, the **Vice-President** of the Board is the President of the Hungarian Intellectual Property Office.  
Regulation: Government Decree No. 287/2010 (XII. 16.) on the National Board Against Counterfeiting  
Secretariat of the Board: Hungarian Intellectual Property Office

#### Responsibilities of the Board:

- drafting and enforcing the national strategy and action plans against counterfeiting;
- coordination and support of the government activities relating to international and European initiatives and programmes against counterfeiting;
- analysis and systemization of statistical data regarding counterfeiting;
- organizing awareness-raising and information campaigns;
- training the officials of law enforcement agencies;
- participation in drafting legislative amendments regarding IPR enforcement.

#### Strategies:

- National Strategy Against Counterfeiting and an action plan for the years 2008–2010
- Action Plan Against Counterfeiting 2011–2015



#### Objectives of the Board:

- the rate of IPR infringements should significantly reduce;
- the actions against IPR infringement should become more effective;
- public awareness regarding the importance of protecting intellectual property rights and the consequences of their violation should be enhanced.

#### Main efforts and activities of the Board:

- Statistics (measurement issues)
  - collecting, assessing and providing reliable statistical data on counterfeiting and piracy
  - analysis of official judicial statistical data;
  - consumer surveys on consumers' attitudes, purchase behavior and survey on entrepreneurs' knowledge, experience and fight against counterfeiting;
  - survey of organic products;
  - surveys among secondary school students on counterfeiting and copyright issues (2011);
  - publications (HENT booklets: 1. The International Methods of Measuring Counterfeiting and Piracy, 2. Facts and Figures on Counterfeiting in Hungary, 3. Experiences on Product Counterfeiting among Trading Companies in Hungary, 4. Summary of NBAC surveys carried out in 2015).



#### Which fake products are bought by Hungarian consumers?

(data comparison from 2010, 2011, 2012, 2013, 2014 and 2015)

Product Category	Yes, at any time					Maybe					No							
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
Clothing	14%	16%	18%	13%	15%	13%	27%	40%	31%	34%	29%	28%	60%	44%	51%	53%	56%	59%
Cosmetics	8%	8%	9%	5%	7%	6%	17%	26%	18%	20%	17%	16%	75%	66%	73%	75%	76%	79%
CD/DVD	9%	6%	8%	4%	6%	4%	15%	23%	18%	14%	18%	16%	76%	71%	74%	82%	76%	80%
Software	5%	3%	5%	2%	2%	3%	19%	27%	22%	18%	21%	16%	76%	70%	73%	80%	77%	81%
Foodstuff	2%	2%	2%	1%	1%	2%	6%	10%	8%	10%	10%	10%	92%	88%	90%	89%	89%	88%
Medicines	1%	1%	1%	1%	1%	1%	3%	6%	4%	5%	5%	5%	95%	93%	95%	94%	94%	94%

- Enforcement
  - trainings for law enforcement authorities (conferences, Police College, training session on copyright);
  - conferences, events about IPR enforcement issues;
  - working groups against online infringements, counterfeiting of pharmaceuticals, counterfeiting of works of art;
  - Hungary was removed from the USTR Special 301 Watch List in 2010;
  - international law enforcement conference with the participation of 12 countries.
- Raising awareness
  - website on counterfeiting ([www.hamisitasellen.hu](http://www.hamisitasellen.hu));
  - campaigns against counterfeiting and piracy aimed at several target groups, e.g. art competition for secondary school students, online campaign addressing the youth, campaign focusing on the health risks of counterfeit medical products;
  - No fake! tent at the Sziget festival and the Művészetek Völgye festival in 2014. at VOLT festival in 2015 and 2016;
  - permanent media coverage, press releases on the dangers of counterfeiting.

