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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 Board was affirmed by law as of 2011.

Members of the Board:

<table>
<thead>
<tr>
<th>Governmental institutions</th>
<th>Non-governmental organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Public Administration and Justice</td>
<td>American Chamber of Commerce in Hungary</td>
</tr>
<tr>
<td>Ministry of Human Resources</td>
<td>Confederation of Hungarian Employers and Industrialists</td>
</tr>
<tr>
<td>State Secretariat for Education</td>
<td>Hungarian Association of Brands</td>
</tr>
<tr>
<td>State Secretariat for Culture</td>
<td>Hungarian Association for the Protection of Industrial Property and Copyright</td>
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<tr>
<td>State Secretariat for Health</td>
<td>Hungarian Intellectual Property Office</td>
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<tr>
<td>Ministry for National Economy</td>
<td>Hungarian Pharmaceutical Manufacturers Association</td>
</tr>
<tr>
<td>Ministry of Rural Development</td>
<td>Hungarian Publishers’ and Booksellers’ Association</td>
</tr>
<tr>
<td>Hungarian Authority for Consumer Protection</td>
<td>Hungarian Trademark Association</td>
</tr>
<tr>
<td>Headquarters of the National Police</td>
<td>National Association of Entrepreneurs and Employers</td>
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<tr>
<td>National Media and Infocommunications Authority</td>
<td>National Federation of Associations for Consumer Protection in Hungary</td>
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<tr>
<td>National Tax and Customs Administration</td>
<td>ProArt Association for the Protection of Copyright</td>
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<tr>
<td>Hungarian Intellectual Property Office – Secretariat of NBAC</td>
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</tbody>
</table>

The President of the Board is the Minister of State for 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 and purchase behavior;
  - surveys among secondary school students on counterfeiting and copyright issues;

Which fake products are bought by Hungarian consumers? (data comparison from 2010, 2011 and 2012)

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Yes, at any time</th>
<th>Maybe</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>14% 16% 18% 26% 39% 31% 60% 43% 50%</td>
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<tr>
<td>Cosmetics</td>
<td>8% 8% 9% 17% 26% 18% 75% 65% 72%</td>
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<tr>
<td>Cd/Dvd</td>
<td>9% 6% 8% 15% 22% 18% 76% 70% 72%</td>
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<tr>
<td>Software</td>
<td>7% 6% 7% 13% 19% 14% 79% 71% 76%</td>
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<tr>
<td>Foodstuff</td>
<td>2% 2% 2% 6% 10% 8% 92% 87% 89%</td>
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<tr>
<td>Medicines</td>
<td>1% 1% 1% 4% 6% 4% 95% 92% 94%</td>
<td></td>
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</tbody>
</table>

- 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.

- Raising awareness
  - website on counterfeiting (www.hamisitasellen.hu) and a website about counterfeit medicines (www.hamisgyogyszer.hu), Web 2.0.: blog of the NBAC (http://nokamu.postr.hu), Facebook profile (www.facebook.com/NoKamu);
  - publication of newsletters;
  - 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;
  - exhibition of fake products – road show arranged at 15 locations across Hungary, e.g. in chambers of commerce, at youth festivals, at universities.