

HELP US TO STOP THE MANUFACTURE
AND DISTRIBUTION OF COUNTERFEIT
AND NON-COMPLIANT ELECTRICAL
INSTALLATION PRODUCTS

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Bringing
power to life.

COUNTERFEITING AND NON-COMPLIANCE



How we're combatting counterfeit and
non-compliant electrical installation products.

Counterfeiting and non-compliance affect the economy, company reputation and personal safety.

90%

OF ALL COUNTERFEIT PRODUCTS COME FROM CHINA

\$174 million counterfeit products seized worldwide

Source: Interpol

24,494

IPR-infringing consignments detained at UK border

Source: HMRC Border Force

£50m

OF COUNTERFEIT ELECTRICAL INSTALLATION PRODUCTS BROUGHT INTO UK ANNUALLY



WHAT IS BEAMA?

BEAMA is the trade organisation, established in 1906 to provide guidance and support to our members in the electrotechnical industry. We represent companies of all sizes, from multinationals to SMEs, operating across the whole sector, from power generation to building services.

We ensure our members are able to compete on a level playing field by working with Government organisations and regulators, in the UK and EU, to shape legislation that promotes standardisation and compliance and penalises counterfeiting.

We have one goal - to create better, safer and more sustainable communities for everyone.

STRENGTH IN DEPTH

To meet the challenges our members face, we get involved and take action. We currently sit on 300 external technical committees and working groups, cover 20 different product categories and gather data to provide objective market insight. Our experience, expertise and independence in this dynamic manufacturing sector give us unrivalled access to decision makers, and our members the knowledge to make informed choices.

Their businesses and the UK economy are all adversely affected by the trade in counterfeit and non-compliant electrical installation products.

350 SITES RAIDED



COUNTERFEIT PRODUCTS CAN COST MORE THAN YOU THINK

If you buy a fake watch you usually know it's a fake; the price is a give-away, and it looks and feels cheap too. If it stops working it's annoying, but it's done no lasting harm.

The trouble with counterfeit electrical installation products is that they look just like the real thing, but if they stop working, safety becomes compromised.

Part of the work we do at BEAMA is to alert manufacturers, distributors, retailers and installers of this growing threat, and to make them aware of the ultimate price their own customers might pay if they buy counterfeit products.

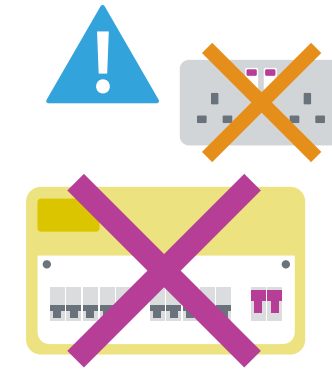
HOW BEAMA'S TACKLING THE COUNTERFEITERS

We know that China is the main source when it comes to the manufacture of counterfeit products. However, many other regions including countries in the Middle East and Africa play their part as distributors too.

To combat this trade we conduct dedicated anti-counterfeiting surveillance operations. We find the perpetrators, then we work with the relevant law enforcement agencies to close the site down and seize infringing material. The more people we expose and bring to justice, the greater the deterrent.

To date we have been responsible for raids on over 250 factories in China alone and the seizure and destruction of over 15 million products, but we remain vigilant.

SEIZURE OF OVER 15 MILLION PRODUCTS



TAKING ACTION AGAINST NON-COMPLIANCE

Influencing and policing compliance is important to us; it's a vital part of the work we do and provides protection for companies and consumers on an international scale.

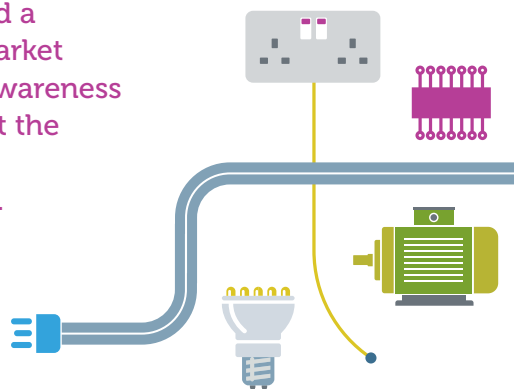
We initially tested suspect products in-house, but have now introduced a proactive Market Monitoring service. Through this service we conduct third party testing on products where claimed performance is not matched by actual performance.

The results are passed on to the relevant law enforcement agencies so they can investigate and take action.

WHAT CAN YOU DO ABOUT IT?

If you believe a product is counterfeit or have reason to question the claimed performance of products, you should visit the website: **www.counterfeit-kills.co.uk** to log your complaint.

Together with four other member organisations, we have established a cross-industry Electrotechnical Market Surveillance group which raises awareness and launches initiatives to combat the availability of potentially unsafe, unreliable or misleading products.



CABLING: ACI

The Approved Cables Initiative is an established campaign to monitor the cable supply market and to communicate with the industry, regulators and Government on problems encountered with sub-standard, defective and unsafe data, telecom and electric cable.

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ELECTRONICS: ESCO

ESCO works with government to represent the interests of UK electronics companies and raises awareness of, and promotes best practice to combat counterfeiting in the electronics supply chain.

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LIGHTING: LIA

The LIA work closely with the BIS and the NMO in the UK and through Lighting Europe to encourage effective market surveillance in the lighting field. A recent project in conjunction with the NMO has seen the most comprehensive testing yet of retrofit LED lamps.

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ELECTRICAL: BEAMA

BEAMA is the trade association representing manufacturers of electrical infrastructure products. Part of BEAMA's work is raising awareness and taking action to combat the trade in both counterfeit and non-compliant products.

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CONTROLS & MEASURING: GAMBICA

GAMBICA represents the automation, instrumentation and laboratory technology industries in the UK. As well as lobbying actively for consistently applied market surveillance in Europe, GAMBICA is also a member of ESCO and co-operates with its anti-counterfeit activities as well as those of BEAMA.

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13 leading organisations have signed the Electrical Installation Industry Charter to fight the trade in counterfeiting and non-compliant products.

THE ELECTRICAL INSTALLATION INDUSTRY CHARTER

To fight together against the 'trade' in counterfeit electrical products and the proliferation of products not complying with standards.

Counterfeit electrical products are a threat – they can kill. It is in everyone's best interest to fight against this insidious and fraudulent global industry.

- The 'trade' in counterfeit electrical products is a worldwide problem which leads to loss of:
 - Life
 - Revenue at all levels of the economic chain
 - Reputation of bona fide brands
 - Confidence in legitimate brands and businesses
 - Jobs and skill-base within businesses affected by counterfeiters.
- Counterfeit electrical products carry no guarantee of quality or safety for users because of the poor quality of materials used and lack of rigorous production controls – they often turn out to be dangerous, causing electrocution and fires.
- Manufacture, transport, acquisition, sale and installation of counterfeit electrical products are often carried out by criminal organisations.
- An accident caused by a counterfeit electrical product will tarnish the image of the bona fide manufacturer/distributor/installer. To avoid litigation, the reputable manufacturer is often forced to prove that the product in question was counterfeit.

The distribution of electrical products not complying with standards represents a very real danger to goods, property and people's safety.

- Products not conforming to European standards are more likely not to work, be dangerous and fail safety/health/ environmental standards.
- The manufacture, sale and installation of dangerous and potentially dangerous electrical products are contrary to the Consumer Protection Act, as is the misuse of marks including the CE Marking.
- By not respecting a shared system of reference to standards, the presence in the marketplace of electrical products not meeting the required standards damages trade relationships and businesses.
- Because of their non-adherence to accepted safety and environmental norms, the distribution of electrical products not conforming to standards is a breach of trust at all levels within the supply chain including the end user.

For these reasons we all must take practical, effective, actions to counter the threat from counterfeit and non-compliant electrical products, and control the spread of those products not conforming to recognised standards in the marketplace.

This Charter confirms the will and intention of all signatories to encourage the development of initiatives and actions in the battle against the 'trade' in counterfeit and non-compliant electrical products. Also to develop a surveillance and intelligence-led anti-counterfeiting network combating the distribution and installation of such products.

