

Brand assurance

Case study:

Fraudulent Grey Market export

The Challenge

A market leader in the cosmetics industry receives anonymous emails alleging a collusion between a few of his local distributors and possibly some of his staff in order to sell its products onto the export market. AGR is called to investigate the allegations and bring elements of proof to the client.

Asia Global Risk solutions

Each of the alleged co-conspirators is investigated, reputation and market wise, but also through surveillance in order to ascertain their connection to the client and possibly to some of his employees as well as the relationship among themselves and with any third parties which could be involved in this scheme.

The impact

The client managed to let the culprits know that they had been uncovered, that careful watch would be kept in the future and thus could send the right message to the market as well as to its own employees.

What the client valued

AGR's speed in bringing to light the reality of some of the allegations, our honesty in confirming that some of the parties alleged to be involved were most likely not involved and our discretion which allowed us to do this without alerting either the targets who are still, ultimately, clients of our client or the market since this could have had negative commercial repercussions



Risk Management Consultancy

www.asia-global-risk.com

YOUR PARTNER IN AN UNCERTAIN
WORLD

Brunei Cambodia China Indonesia Laos Malaysia Thailand Vietnam

Brand assurance

Case study:

Trans-national counterfeiting ring

The Challenge

A very large European industrial concern active, among other areas, in the skin cosmetics business detected a disruption of one of his South-Asian markets, the point of origin possibly being a neighbouring country with a manufacturing activity in yet another country. AGR was contracted to investigate.

Asia Global Risk solutions

Starting from retail points and combining this with national and regional field intelligence, AGR soon discovered the local source of the products but also uncovered a large trans-border traffic, indeed bringing the products from a neighbouring country. Further to this, we managed to trace the production site to a third larger country in the north of Asia but with a “mixing-packaging” plant in the second country and a distribution network over a few countries, including the one where the products were first detected by the client. Once we had mapped the whole organization and pinpointed a soon to come shipment from the manufacturing country, the client then decided to use international official channels to approach the authorities of the “middle link country” where the manufacturer’s family was well connected but which showed the best promises in terms of potential quantities to be seized. **AGR objected to this method and warned the client accordingly**, drawing his attention to the corruption level in this particular country and the risk of having no results at the end of the day. The client, encouraged by the international authorities continued in this direction and the results were disastrous. The client then came back to AGR and gave us an unconditional free hand to restart the investigation and use whatever means necessary to bring it to a successful conclusion. It took AGR six months to do just that and the case culminated in the largest anti-counterfeiting raid ever organized in that country which netted very large quantities of the client’s goods but also of other brands.

The impact

A major transnational manufacturing/packaging/distribution network of counterfeiters was annihilated, the local authorities acknowledged for the first time the extent of the collusion between such organizations and some members of the authorities and legal action was taken for the first time ever against such groups. The financial losses to this group.

What the client valued

The fact that AGR did not shy away from a complicated case involving transnational organized crime, working over 3 countries with a minimum assistance from the local authorities and accepting to pass its findings over to the authorities chosen by the client in total transparency while warning them of the risk. More importantly, the client was supremely impressed by the fact that AGR subsequently accepted the challenge to restart the case until it was brought to fruition.

Brand assurance

Case study:

Training for authorities

The Challenge

To offer meaningful and practical training to the various authorities involved in various aspects of Intellectual Property protection without repeating what is being told to them all the time by various other consultants and also without seeming to “teach them how to do their own work”

Asia Global Risk solutions

AGR has developed a number of modules which combine theoretical aspects with specific field requirements necessary to efficiently fight against counterfeiters, especially organized ones. Indeed, intelligence gathering and surveillance can be generic but, in this particular field, require some adjustments due to the nature of the laws used to fight such crimes: the fact that, sometimes, criminal charges can be pushed forward when it is impossible at other times and that, thus, other elements of proof must be brought to the authorities (for Civil action, for example). Furthermore, one cannot approach luxury goods counterfeiting the same way pharmaceutical products are tackled.

The impact

The authorities who attend our training sessions know that they are dealing with professionals talking to professionals, who go into the field, take risks together with their own men and this makes cooperation with such authorities much easier and thus much more productive for our clients.

What the client valued

The fact that we have adapted our training modules not only to the various authorities possibly involved but also the fact that we have done so in the local languages and, more importantly, that we have stayed close to the actual reality of field cases from “picking-up the scent” right down to gathering Court activable evidence and arranging arrests by the relevant authorities. We promote practical trainings rather than purely academic ones.