Abstract

Industrial Counterfeiting: Threats, Standards, and Market Opportunities

Counterfeiting has been identified throughout much of the world as a significant threat to product integrity, brand image, quality, health, and safety. However, for most industrial companies, it has not yet received strategic level importance. How can a company determine if it is a threat for them specifically from which they need to protect themselves? Are there standard approaches to risk assessment? What are the existing international standards? What are some appropriate technologies to provide visibility of the threat? Finally, does this global threat represent a business opportunity? What are the erroneous assumptions behind much of the market buzz? If it is such a big problem, why are so many companies struggling to create a business to solve the problem?

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