

Electrical Counterfeiting in Africa

The first ever made survey at continent level

- 500 high level officials and professionals
- 37 African investigators
- 8185 questions answered
- 11 countries
- **40 to 80 % counterfeited goods**
- **Cables, breakers, sockets, switches and extension cords**



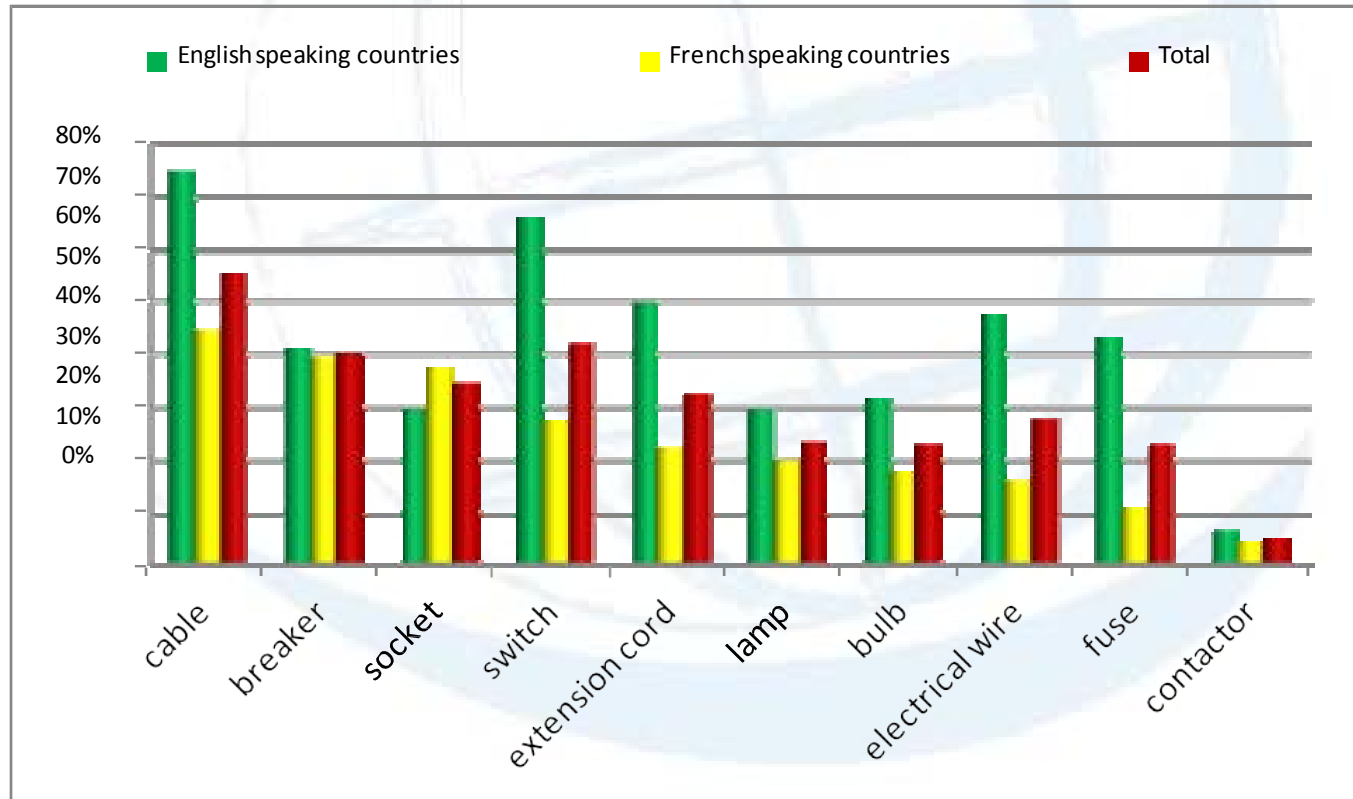
- **The Survey**
- **Electrical products and counterfeit electrical goods in Africa**
- **Origin and destination of imported counterfeit electrical goods**
- **Where to buy and who are the clients**
- **What level of awareness and how to raise it**
- **Conclusion**

- **Recognition**

- From December 2013 to March 2014
- French and English speaking countries
- Questionnaire accepted if > 75% answers
- 4 categories of respondents :
 - Officials, Electricians, Retailers, Others

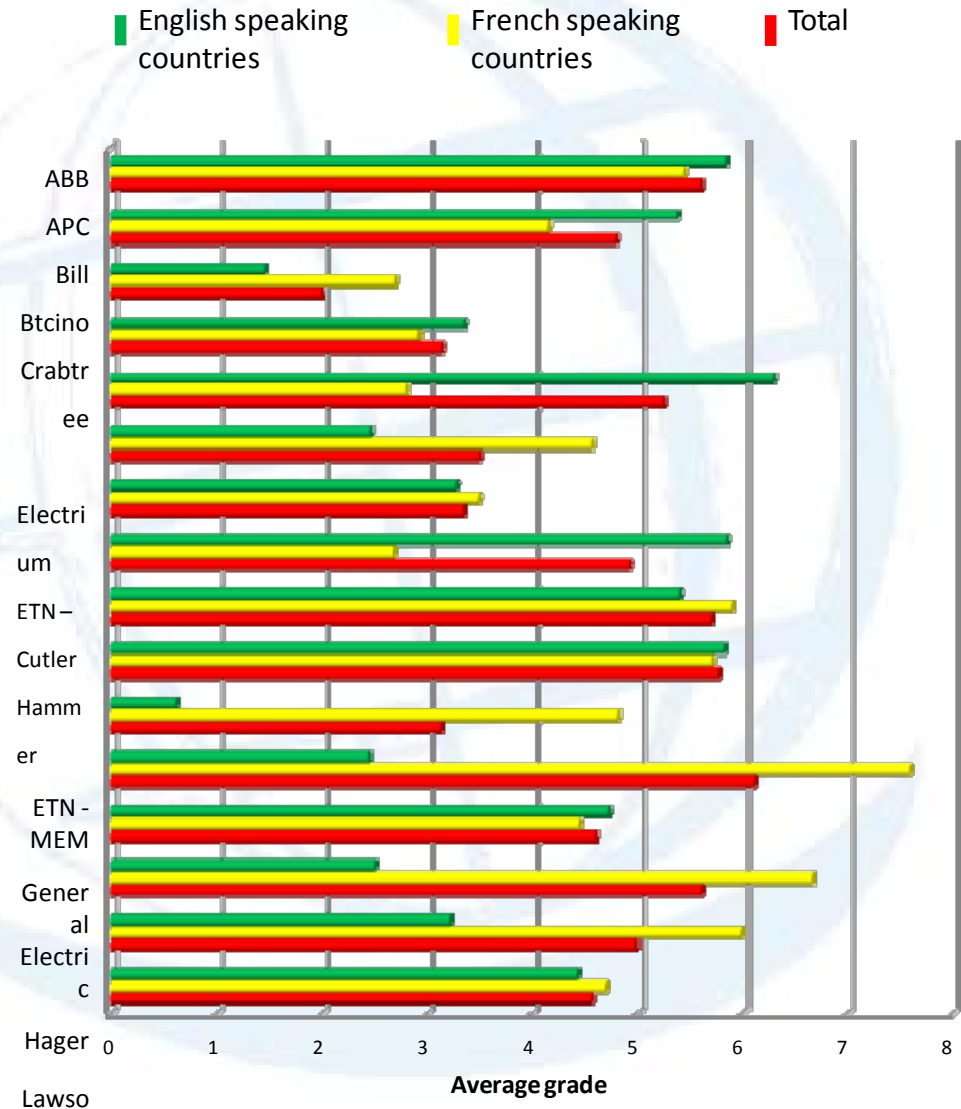
| Respondents by Zone | | | |
|---------------------|----------------------------|---------------------------|-------|
| Category | English Speaking Countries | French Speaking Countries | Total |
| Electricians | 16 | 42 | 58 |
| Officials | 37 | 43 | 80 |
| Retailers | 21 | 29 | 50 |
| Others | 21 | 46 | 67 |
| Total | 95 | 160 | 255 |

- **Most counterfeit Electrical products**
 - cables, switches and breakers came first with respectively 56%, 42% and 40% of the total of answers.

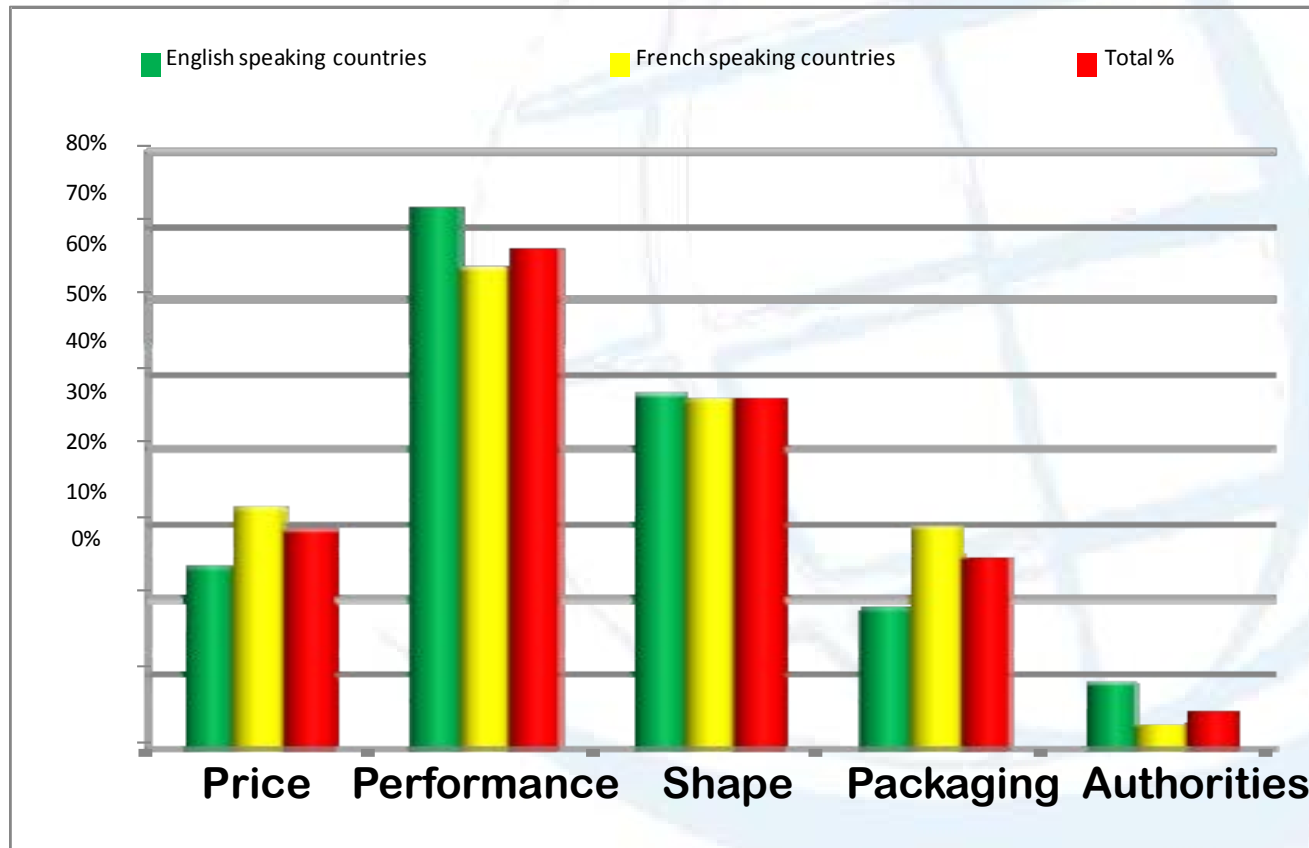


- **Most Counterfeit Brands**
- **5 highest positions :**
- **Legrand, Hager, General Electric, Schneider Electric and ABB**

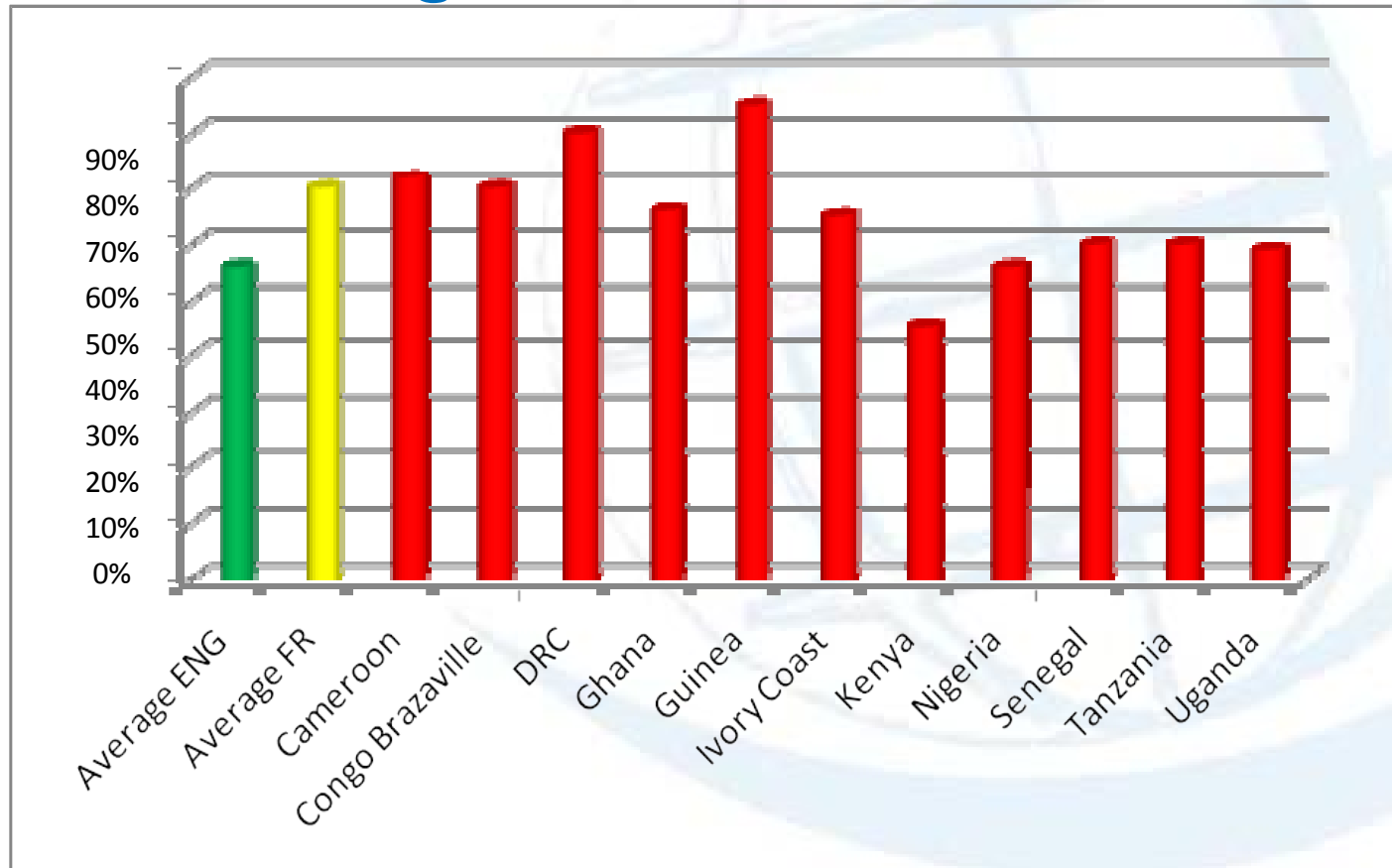
| Brand | French Speaking Countries | Brand | English Speaking Countries |
|-----------------------|---------------------------|---------------------|----------------------------|
| 1. Legrand | 76% | 1. Crabtree | 63% |
| 2. Schneider Electric | 67% | 2. ETN - MEM | 59% |
| 3. Siemens | 60% | 3. ABB | 59% |
| 4. General Electric | 59% | 4. Hager | 58% |
| 5. Hager | 57% | 5. General Electric | 54% |



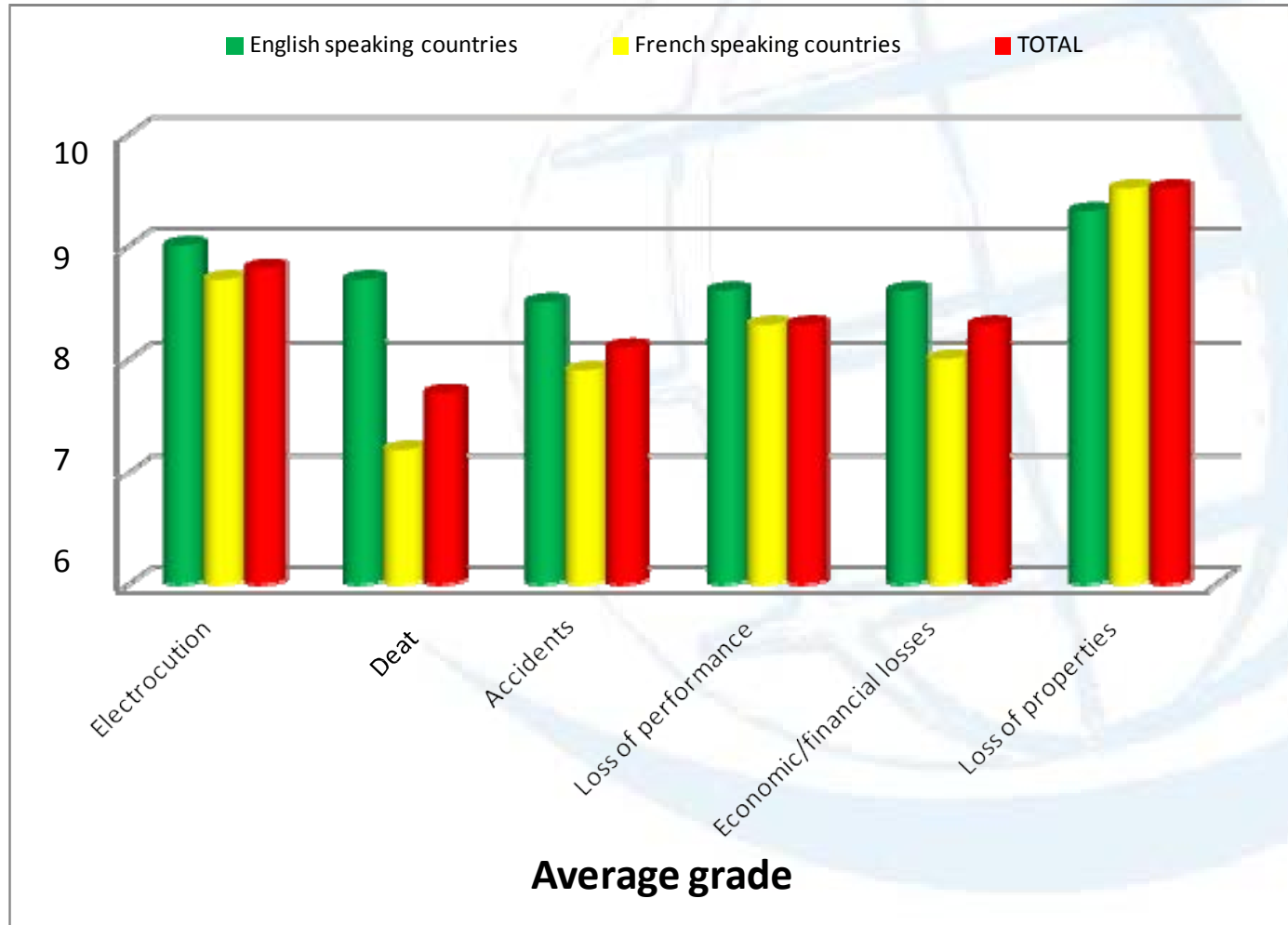
▪ How to Recognize Electrical Counterfeits?



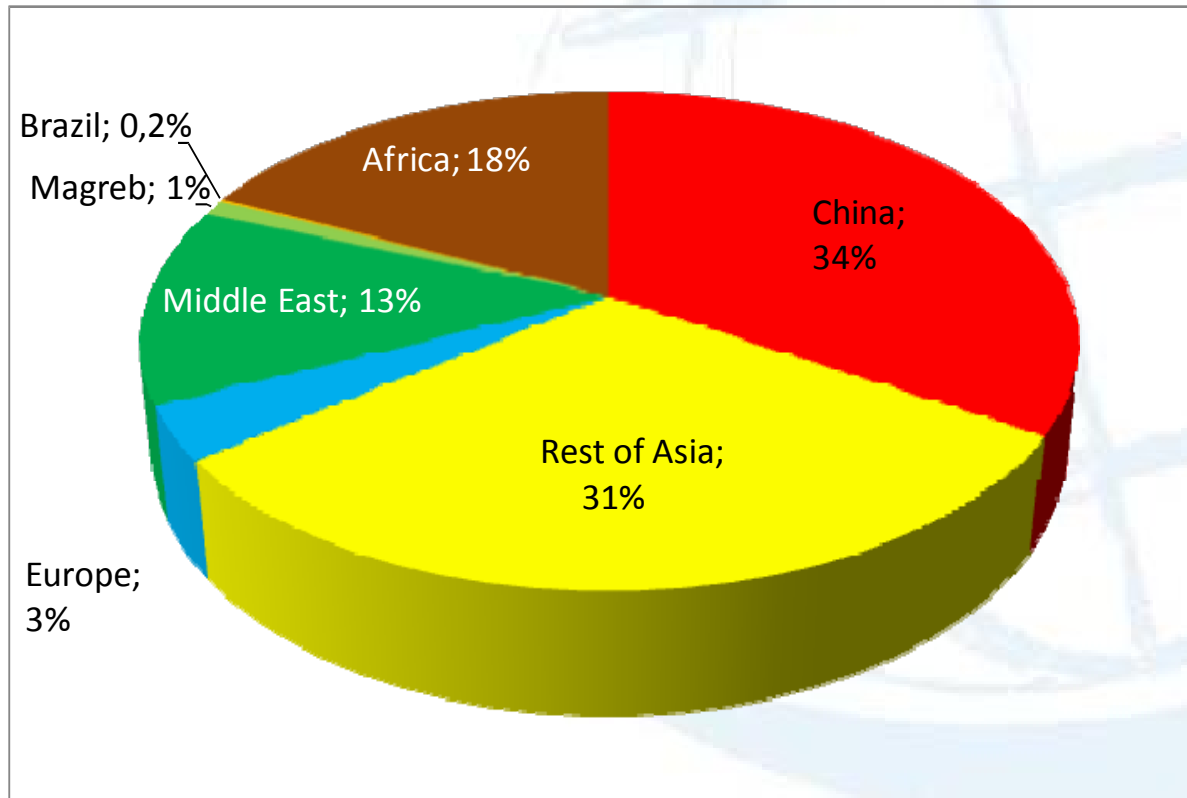
- How Much Do Counterfeit Electrical Products Weight in the African Economies ?



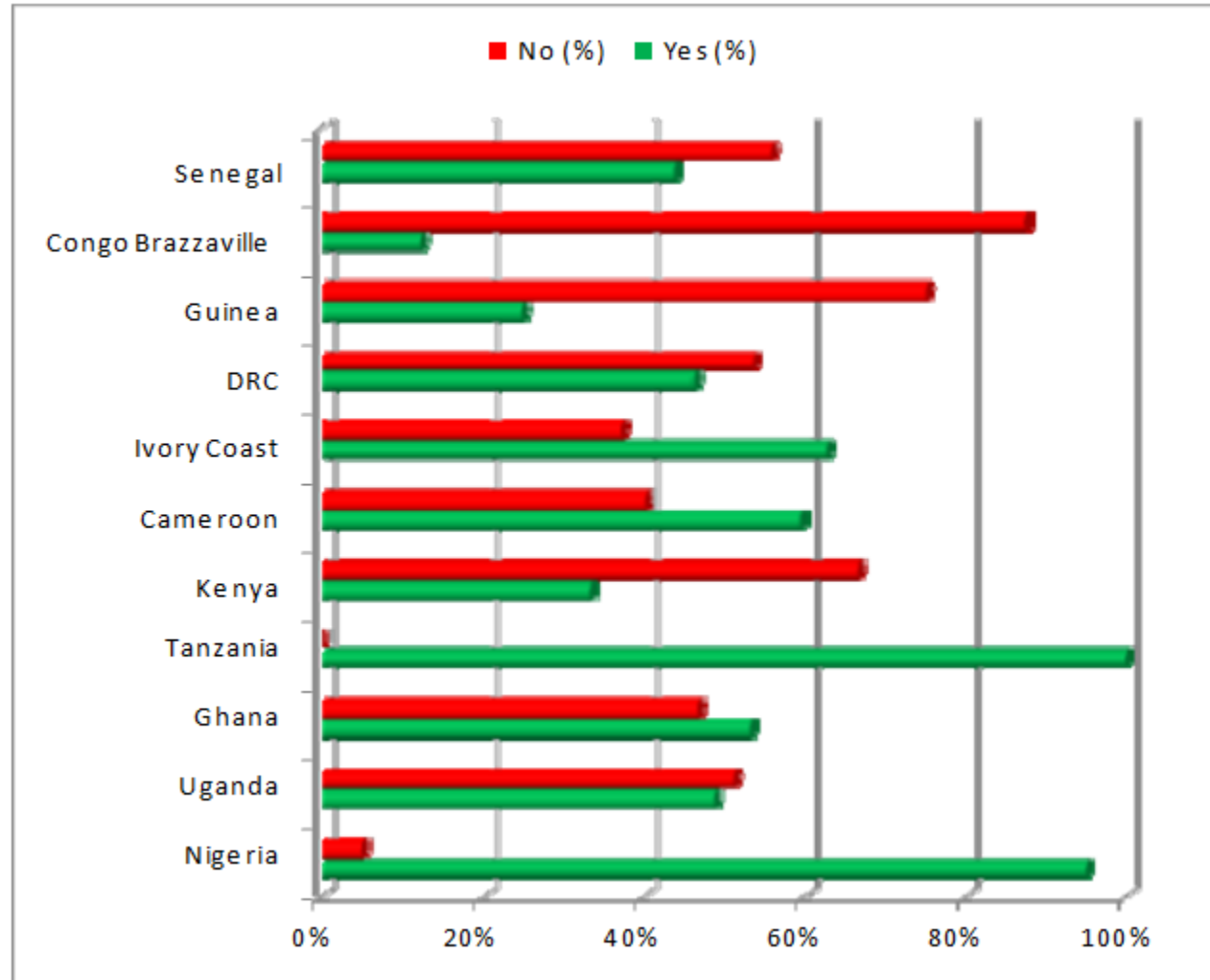
■ Which Kind of Damage Do They Cause ?



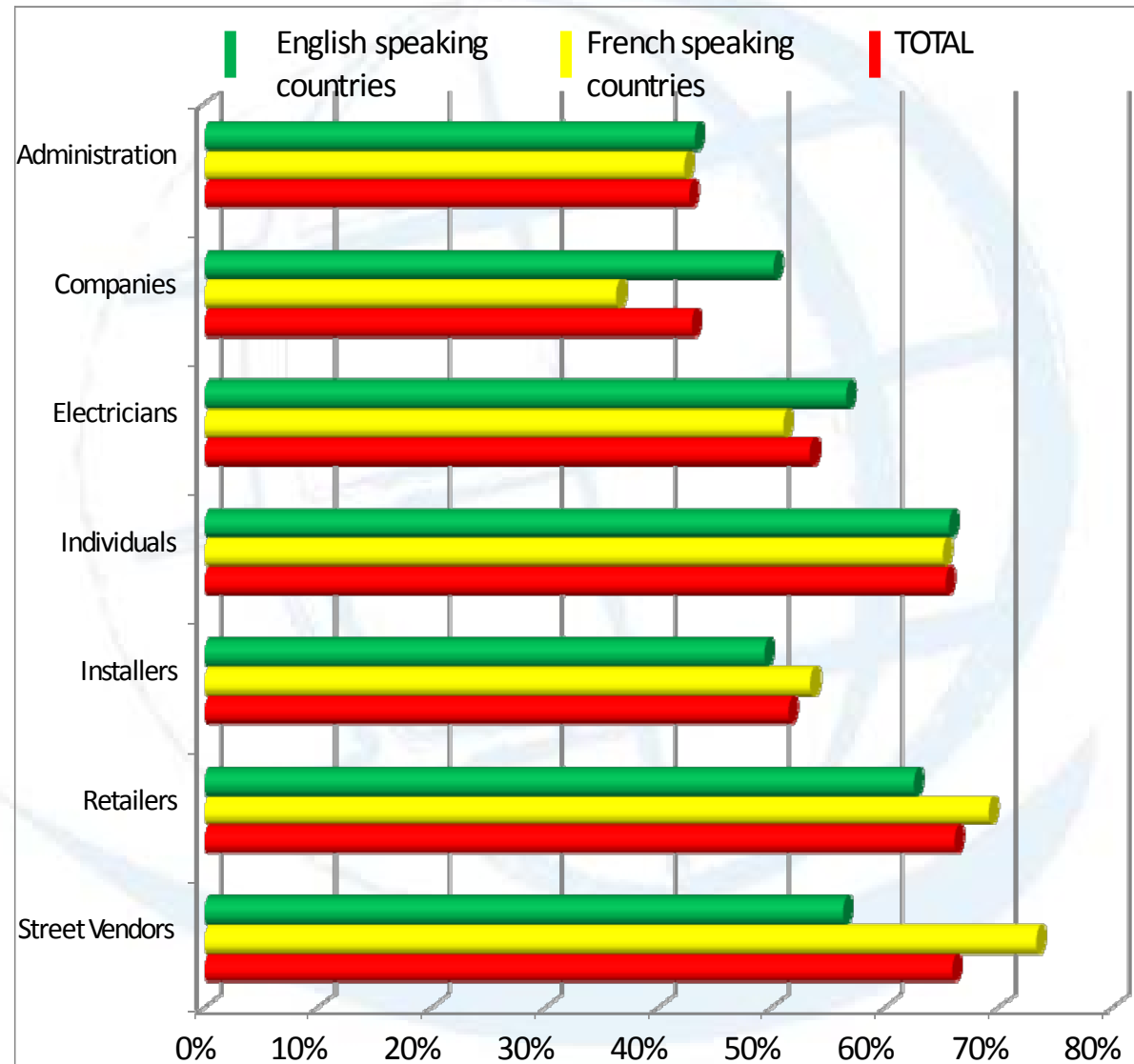
■ Where Are Imported Electrical Counterfeits Coming From?



- Domestic Production or Assembling of Counterfeit Electrical Goods



Main Customers for Counterfeit Electrical Goods in Africa (in %)



■ Where to buy ?

% of the volume of counterfeit goods that are being sold at identified market places.

| Country | Markets |
|-------------------|--|
| Cameroon | MBOppi 53% Marche de Douala 62% |
| Congo Brazzaville | Ouenze 51% PotoPoto 32% |
| Ghana | Sunyani Central Market 80% |
| Guinea | Marche Niger 65% Madina 79% Matoto 70% |
| Ivory Coast | Marche Adjame 70% |
| Kenya | Gikomba Market (Nairobi) 25% Nyamakima (Nairobi) 50% Kamukunji (Nairobi) 50% |
| Nigeria | Alaba Market 73% Balogun Market Lagos 73% Trade Fair Ojo 63% |
| RDC | Marchés de Kinshasa 78% Marche Bayaka 30% |
| Senegal | Marche Petersen 30% PackLambaye 80% Marché du Port 75% |
| Tanzania | Kariakoo 80% Posta 20% |
| Uganda | NakaseroMarket 84% |

What level of awareness and how to raise it ?

- What Does the Survey Say About Law Enforcement and Legal Protection in Africa Today?

English Speaking Africa

- The **official bodies** in charge of fighting electrical counterfeiting are **well established** and, therefore, acknowledged by people in countries like Ghana, Nigeria and Kenya.
- There are **quite a lot of actions** taken by those countries in order to **seize and destroy** counterfeit goods or arrest offenders. However, the scope of counterfeiting is so great that even arrests cannot stop it.
- The **“changing of the laws”** and **“more punitive measures”** against electrical counterfeiting are the solutions favored in the sampled countries to curb this surge. “Empowering existing agencies”, “allocating more financial support and human resource”, “reinforcing controls at the borders and other favorite entry points”, as well as “raising public awareness” were seen as the best ways to achieve this goal.

What level of awareness and how to raise it ?

- **What Does the Survey Say About Law Enforcement and Legal Protection in Africa Today?**

French Speaking Africa

- A **better organization** of the (electrical) sector, -in addition to a change in mentalities-, were emphasized in the French speaking African countries as well as all the other elements judged necessary to implement change: “law enforcement”, “protection”, “public awareness”, “fight against corruption”, “more training”, “more funding”, “civic education”, “agencies’ cooperation”, “stiffer/tougher penalties”, “borders control”, etc.
- When anti-counterfeiting laws are mentioned in Ivory Coast, Cameroon, DRC and Senegal, they never display any “specifics” concerning electrical products. Therefore, there is a big confusion on how to react on the part of those who are victims of counterfeiting.
- **“Raising public awareness”** was the favorite demand for change in Ivory Coast, Cameroon, DRC and Senegal as well as more certification on the electrical imported products that, according to most respondents, could lead to a better organization of the (electrical) sector.

What level of awareness and how to raise it ?

- What Does the Survey Say About Law Enforcement and Legal Protection in Africa Today?

More generally, there are big demands for **additional means** in order to improve law enforcement in the field in most of the 11 countries of the survey. With the exception of Guinea, all countries also asked for “better trained men/women in the field”.

What level of awareness and how to raise it ?

- What to Do Next to Increase the Level of Awareness?

National Campaigns to Counter Electrical Counterfeiting

- General Public
- Customs
- Police

A bigger involvement of the companies that manufacture electrical goods is required.

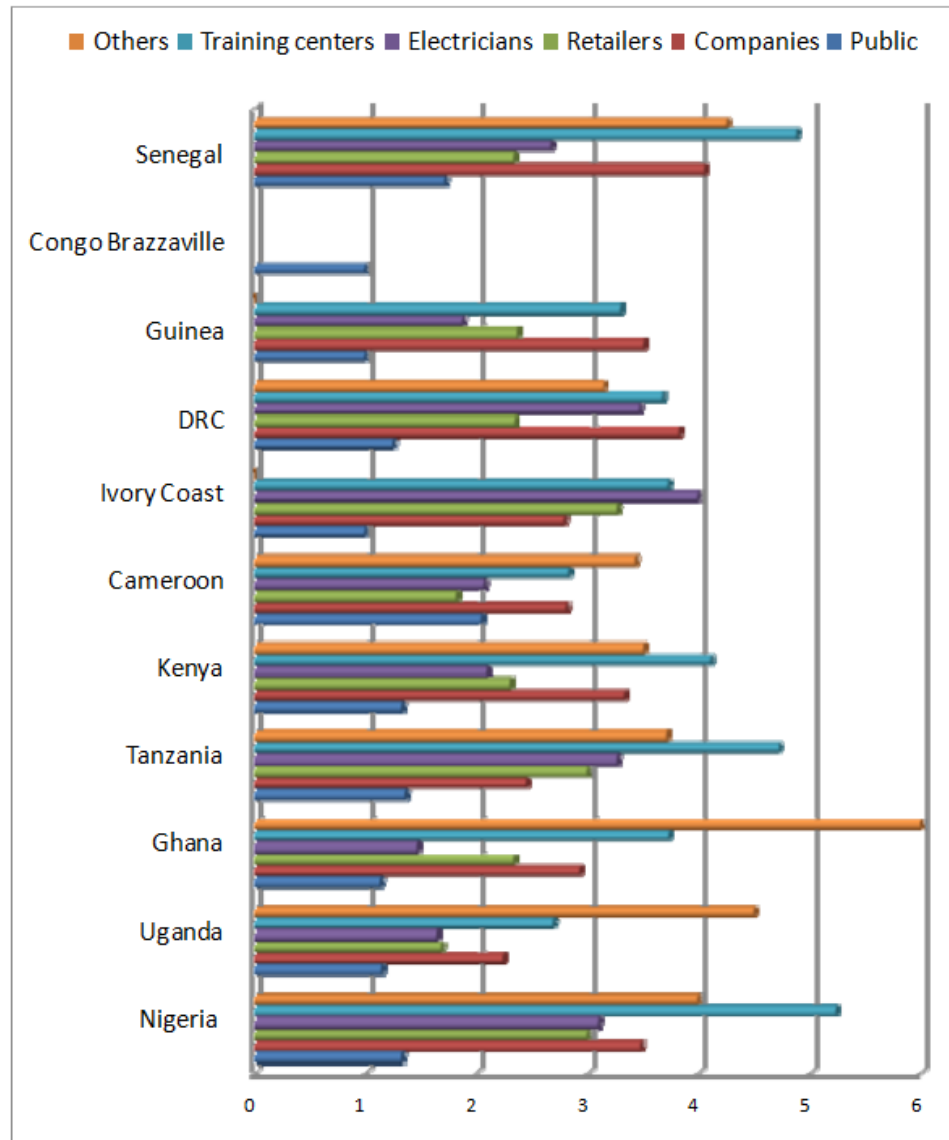
What level of awareness and how to raise it ?

- **Main targets for a National Campaign**

- **Others :**

- (En countries) contractors, individuals, media and custom.

- (Fr countries) public administration, media, street vendors (individuals) and officials (public administration, custom, etc.)



- **Counterfeited goods = 40 to 80% of the market**
- **First consequence = economical impact**
- **Call for 2 major shifts :**
 - Reinforce legal protections and actions
 - Better coordination between manufacturers to raise awareness
- **3 priority audiences :**
 - Electricians, contractors and vocational centers
 - Main end-users like companies and administrations
 - Media

to demonstrate that financial losses caused by malfunctioning counterfeits will always be greater than the price of a genuine electrical component

The Media Awards on Electrical Counterfeiting in Africa

Adedeji Ademigbuji, senior correspondent at The Nation newspaper (Nigeria), for his piece entitled “Checking the menace of fake electrical products”

Birame Faye, reporter at Le Quotidien newspaper in Senegal, for his piece entitled “Electricité – Usage des produits contrefaits : De l’insécurité dans notre confort domestique”.



To download the full survey report :
<http://www.apo-mail.org/150322.pdf>

List of useful links on electrical counterfeiting is provided at the end of the survey report.

THANK YOU

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