

Counterfeit Auto parts

Problem or disaster

Problem scale

Various trade and enforcement organizations, such as Interpol, the Counterfeit Investigation Bureau in London and the International AntiCounterfeiting Coalition (IACC), are charged with curtailing this illicit trade. Estimates from these groups claim that 6% to 9% of all world trade-nearly \$120 billion-is in fakes.

A consortium of 16 international companies has been formed to fight counterfeiting. The Global Business Leaders Alliance Against Counterfeiting (GBLAAC), which includes GM and DaimlerChrysler, is cooperating with police agencies and trade organizations to stem the tide of fakes.

Counterfeit Vehicle Parts Has Grown to Be Worth US\$16bn Worldwide and is Growing at an Estimated 9-11% a Year.

Counterfeiting is generally perceived by society as a victimless crime with 'fakes' simply constituting a cheap alternative purchase, and seen by criminals as having a low risk of prosecution with light penalties relative to the large profits to be made.

The Dark Side

Counterfeiting has been linked to organized crime throughout the world. Even more appalling is the fact that counterfeiting has been shown to support terrorism.

Safety Concerns

Many documented vehicle "accidents" have been caused by counterfeit parts, as well. While bogus spark plugs and other engine parts have merely caused aggravating failures and breakdowns, poorly constructed brake and suspension parts have resulted in many deaths.

a number of deaths in Saudi Arabia were attributed to the use of counterfeit brake pads made of compressed wood chips. In Nigeria, brake shoe linings made from compressed grass burst into flames when the brakes were applied. In 1997, seven children died and many others were seriously injured when counterfeit brake pads made of sawdust failed, causing their school bus to overturn.

Counterfeiting Affects Us All

Nearly every successful global company has been victimized by counterfeiters. The bigger they are, the bigger target they become

The Sources

Where do these bogus parts come from? China is the largest source of all counterfeit items. Trade figures show approximately 80% of all bogus items in all industries come from China, where there's little in the way of legal restraints to control the rampant problem.

Eastern Europe, South America and the Middle East are also known sources of counterfeit parts. Up to 10% of auto parts sold in Europe last year were counterfeit. In the Middle East, the number soars to 30%.

Using the latest manufacturing and printing technologies, counterfeiters are able to match paints and print boxes, labels and security codes that mimic those on the genuine products. Many fakes are undetectable to the average technician or shop owner.

India global hub for fake auto parts

Rapid growth in the automobile industry has seen the growth of market share of fake spare parts more than treble . according to a study by the Indian Market Research Bureau (IMRB). The study, endorsed by the Society of Indian Automobile Manufacturers (SIAM), also shows that India is steadily becoming a hotbed for fake component manufacturing for the rest of the world too, with such products making appearances in US warehouses of car maker DaimlerChrysler.

In India, [fake auto parts](#) is a thriving business, estimating its size account for between 32% and 47% of the industry, by -value.

The most common fake car parts are brake shoes, brake pads, steering linkages, air filters, spark plugs, wipers and car interior accessories.

Safety is definitely compromised with the low quality of such fakes. When substandard metals are used, for example, the parts are most likely to succumb to shearing.

Accidents have been reportedly caused by a fake wheel and even a fake brake shoe made out of compressed grass.

There are things you can do to help stem the tide of counterfeit parts. We offers five ways to help you spot bogus products:

1. Significant price differences. Be careful when dealing with suppliers offering prices that are significantly lower than what you usually pay.

2. Unconventional supplier. Do business with reputable companies. When dealing with suppliers from whom you don't usually buy, proceed with caution.

3. Questionable quality. Closely examine the parts you buy. Look for variations in size, shape and texture from originals you've used before.

4. Packaging variations. Make sure the graphics and colors of the box are identical to those you're used to seeing.

5. Installation problems. If a part doesn't fit exactly as it should, it could be a fake.

Last week The Sharjah Chamber of Commerce and Industry (SCCI) is calling on motorists and consumers to join in the continuing campaign against the trade of fake auto parts in the UAE as a means to help promote road safety and reduce road related accidents caused by using counterfeit car parts.

the launch of "Auto Parts Week"—
part of the larger "Shopping Weeks"
that seeks to enhance and improve
Sharjah's auto spare parts industry.
"Auto Parts Week , “being held from
June 1, 2010 to June 21, 2010

We strongly recommend to adopt a similar approach in Egypt
by holding shopping week for auto parts under the auspices of the Ministry of Trade and Industry
and sponsored by the main reputable brands in this domain

This event is not only aimed at encouraging car spare parts traders and shop owners to create effective marketing strategies and develop strong consumer ties that can help stir more economic activity but also seeks to help increase more awareness in the campaign against the sale and distribution of counterfeit car spare parts."

We have to provide support and assistance to growing number of small and medium enterprises while simultaneously promoting the adoption of more benchmark trade practices and international standards providing key benefits like advertising, media coverage and effective marketing strategies that can help these retail units reach out to different social segments.

Main activities of the promotion should be held on the Cairo fair ground and in Cairo down town parts shopping district (El Tawfikia). Aside from offering special discounts and other promotional offers, a series of special seminars, lectures and workshops should also be held for shop owners and motorists. To further encourage target consumers to participate in the event, a special raffle draw featuring a luxury car and other valuable gifts should be raffled off at the end of the event. Customers will qualify for the draw upon purchasing products worth Egyptian Pound 100 and above.