



Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

Press release

for immediate release

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The fight against counterfeit Swiss watches

False promises, real consequences: a defeat for counterfeiting

The Federation of the Swiss Watch Industry FH welcomes the decision of the French courts in the case of Prestige Replica/LaGenèverie, handed down on 5 April 2024 by the 13th Criminal Chamber of the Tribunal judiciaire de Paris, which highlights the seriousness of counterfeiting and its disastrous economic and social impacts.

The court's decision confirms the necessity and importance of actions to prevent counterfeiting, which the FH takes both on the internet and social media, and on the ground. All of these measures are taken to protect the know-how, innovation and excellence of the Swiss watchmaking sector at the international level.

The head of the "Prestige Replica" sales network was shipping a significant volume of counterfeits from China to Europe before he was caught by the French justice system. From the beginnings of the case in Thailand through to its conclusion in the French criminal courts, the FH was supported by various authorities, including the Financial Crime Investigations Department in France and the Special Investigations Department of the Thai Ministry of Justice, whose professionalism and efficiency it would like to highlight.

According to a study by the OECD, the value of the international trade in fake Swiss watches and copies of jewellery amounted to 3.4 billion Swiss francs in 2018. Watches and jewellery account for half the trade in Swiss counterfeit products. This implies lost sales of almost 2 billion Swiss francs and over 3,700 lost jobs for Swiss watch brands. Moreover, it has now been established that the traffic in counterfeit goods is organised by the same people who are involved in other unlawful activities (terrorism, money laundering, human trafficking, etc.).

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