

Situation in GM Area 2025

Bernard Nihel





ACTAGM

Anti Counterfeiting Trade Africa & Greater Maghreb

ACTA-GM (Anti Counterfeiting Trade Africa & Greater Maghreb) is a dynamic non-profit leading the fight against counterfeit trade and protecting IP rights across Africa and the Maghreb.

To strengthen IP protection, it is essential to unite efforts, anticipate challenges, collaborate with key institutions, and raise awareness through training, ensuring a strategic and effective response to counterfeiting.

www.actagm.com



ACTA-GM is the first association covering the Greater Maghreb area providing a crucial platform for local initiatives and unprecedented regional coordination.

ACTA-GM centralizes information and ensures effective reporting of local data, addressing a critical gap in the region for targeted and coordinated action.

ACTA-GM organizes online and offline training sessions, seminars, and strategic meetings to unite key players and strengthen anti-counterfeiting efforts across the region.



4 PILLARS OF COUNTERFEITING



- Counterfeit automotive parts: brakes, filters, airbags, tires... compromising user safety.
- Fake oils and lubricants: affecting engine performance and potentially causing severe breakdowns.
- Counterfeit equipment and tools: potentially affecting productivity and the reliability of industrial machinery.



- Counterfeit luxury clothing and bags: imitations of major brands sold through parallel channels.
- Watches, jewelry, shoes and accessories: made with lower-quality materials, often without certification.



- Counterfeit medications: absence of active ingredients or presence of toxic substances.
- Counterfeit pesticides and chemical products: impacting agriculture and endangering the food chain.
- Counterfeit hygiene and health products: made without tests or safety standards.



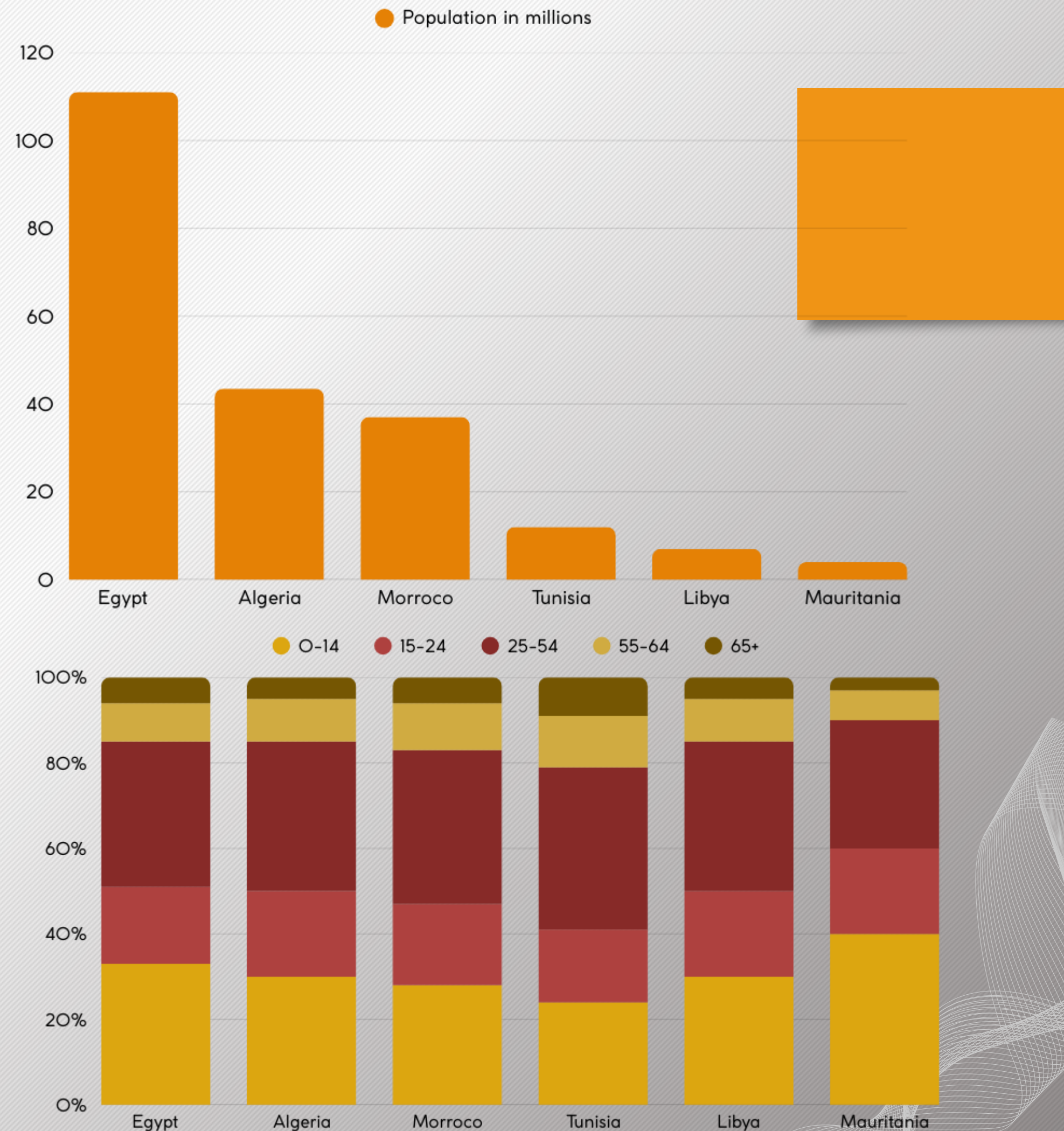
- IPTV and audiovisual piracy: illegal streaming of TV channels, movies, and series without a license.
- Pirated movies, music, and software: available for illegal download or streaming.
- Identity theft and fake communications: fake websites, phishing, and cybercrime.



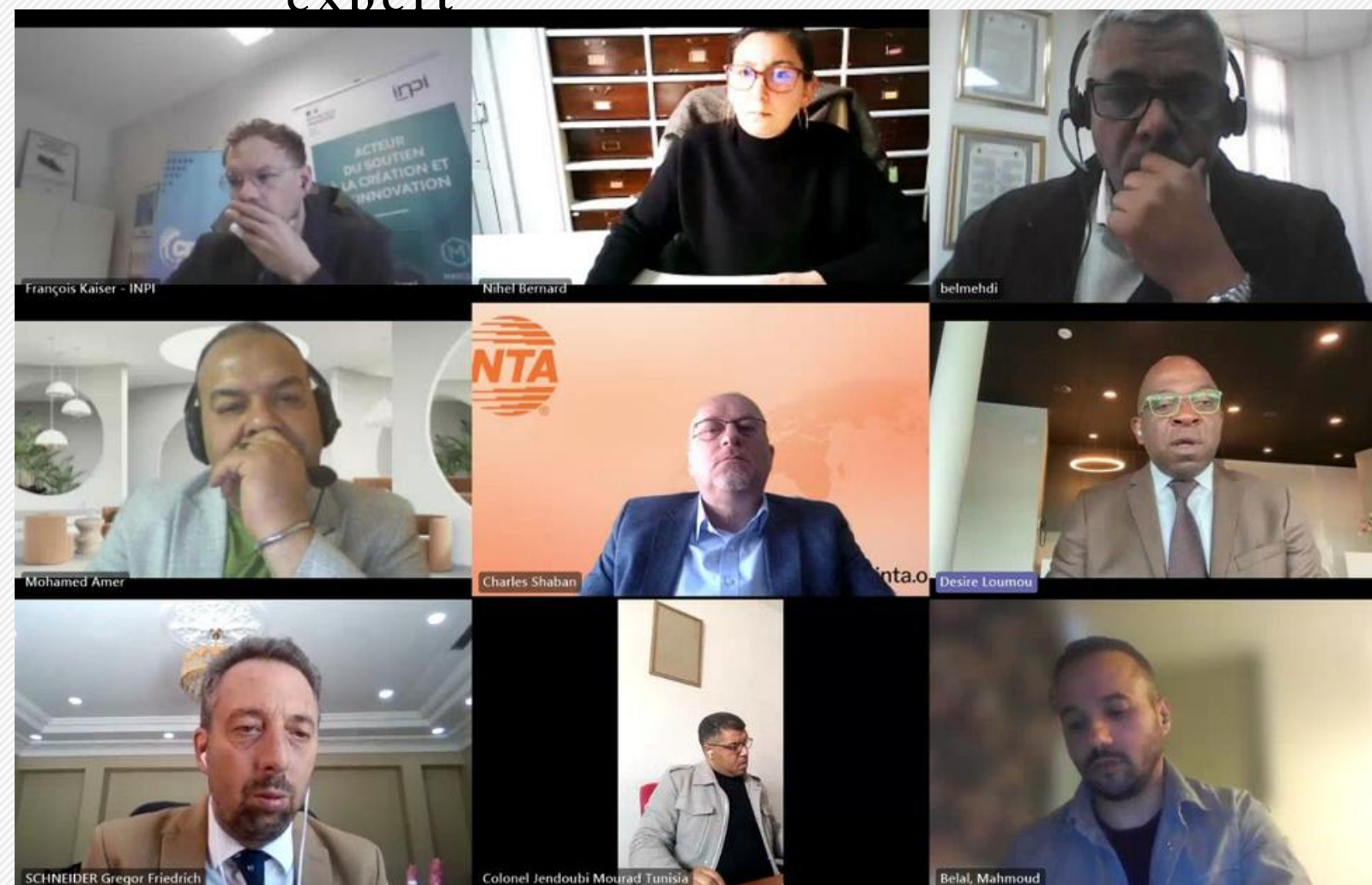
The College of Experts of the Greater Maghreb

The College of Experts of the Greater Maghreb is a regional initiative focused on IP, counterfeiting, and illicit trade. It includes experts from Morocco, Algeria, Tunisia, Libya, Egypt, and Mauritania. Established through the AFRIP project, it has support from the EU, EUIPO, and INPI.

The goal is to address counterfeiting challenges and boost local economies. It aims to foster regional collaboration and strengthen legal frameworks.



Meeting College of expert



List of Participants :

1. **Nihel BERNARD** – Coordinator of the College of Experts of the Greater Maghreb
2. **Gregor SCHNEIDER** – European Regional Counsellor Intellectual Property in Africa | Trade Section
3. **Désiré LOUMOU** - Head of Division - Intellectual Property Right - African Continental Free Trade Area (AfCFTA) Secretariat
4. **Abdelhafid BELMEHDI**– General Manager, Algerian National Institute of Industrial Property (INAPI)
5. **François KAISER** - Regional Intellectual Property Advisor at the French Embassy in Maghreb
6. **Carlos LLEO SATORRE** – EUIPO - AFRIP - Deputy Project Leader
7. **Belal MAHMOUD** – Expert AI - OPSEC
8. **Mourad JENDOUBI** – Tunisia - Customs Investigations
9. **Btissam MASLOUHI** – Head of the Intellectual Property Protection Office
10. **Cherfi TAHAR** - Director of Studies, General Management
11. **Hamidou KONE** - Accredited by the African Intellectual Property Organization (OAPI)
12. **Olfa KRAIEM** - Head of Department- DPI, INNORPI
13. **Zahra MAHI** - Head of the legal and financial engineering department at ANVREDET
14. **Vassilis KOUTSIOURIS** - Minister Counsellor - Commercial Counsellor of the European Union Delegation in Algeria
15. **Charles SHABAN** - Middle East Consultant - INTA
16. **Mohamed AMER** - IP Expert & Consultant WIPO Academy – Tutor WIPO Academy, IP Trainer, National-IP Academy of Egypt
17. **BOUDJEDAR** – Director, INAPI Patents Department
18. **Safaa BOUAYACH (ADII)** - Responsible for the European Union at Administration, Customs and Excise
19. **Nabil ARFAOUI** – Director, Ministry of Trade and Export Development

College of Experts of the Greater Maghreb
video.mov

Next meeting will be the 11 September Online

"FOCUS WORLD CUP 2030 – Mediterranean IP
and Enforcement Program."





NEW COLLEGE OF EXPERTS OF THE GREATER MAGHREB



Funded by
the European Union



REGISTRATION FORM

ALGIERS
NOV 2025
04 - 05

INTERNATIONAL SEMINAR 2025

ANTI-COUNTERFEITING AND INTELLECTUAL PROPERTY PROTECTION

COMING SOON

CABINET MAP
CABINET JURIDIQUE

ACTA
EXPERT ADVICE BRAND PROTECTION AGENCY

EABPA
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REPUBLIQUE FRANÇAISE
Liberté
Égalité
Fraternité

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AHK
Deutsch-Algerische Industrie- und Handelskammer
الجمعية الجزائرية الألمانية للصناعة والتجارة
Chambre Algéro-Allemande d'Industrie et de Commerce

EUROPEAN UNION

ALGIERS
NOV 2025
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INTERNATIONAL SEMINAR

ANTI-COUNTERFEITING FIGHT & INTELLECTUAL PROPERTY COPYRIGHT

AI: Dangers & Solutions

FAKE

Impact of Counterfeiting on the Economy
Challenges, Technologies, and Cooperation – Protecting Consumers, Promoting Authenticity and Innovation for a Sustainable and Competitive Economy

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CABINET MAP
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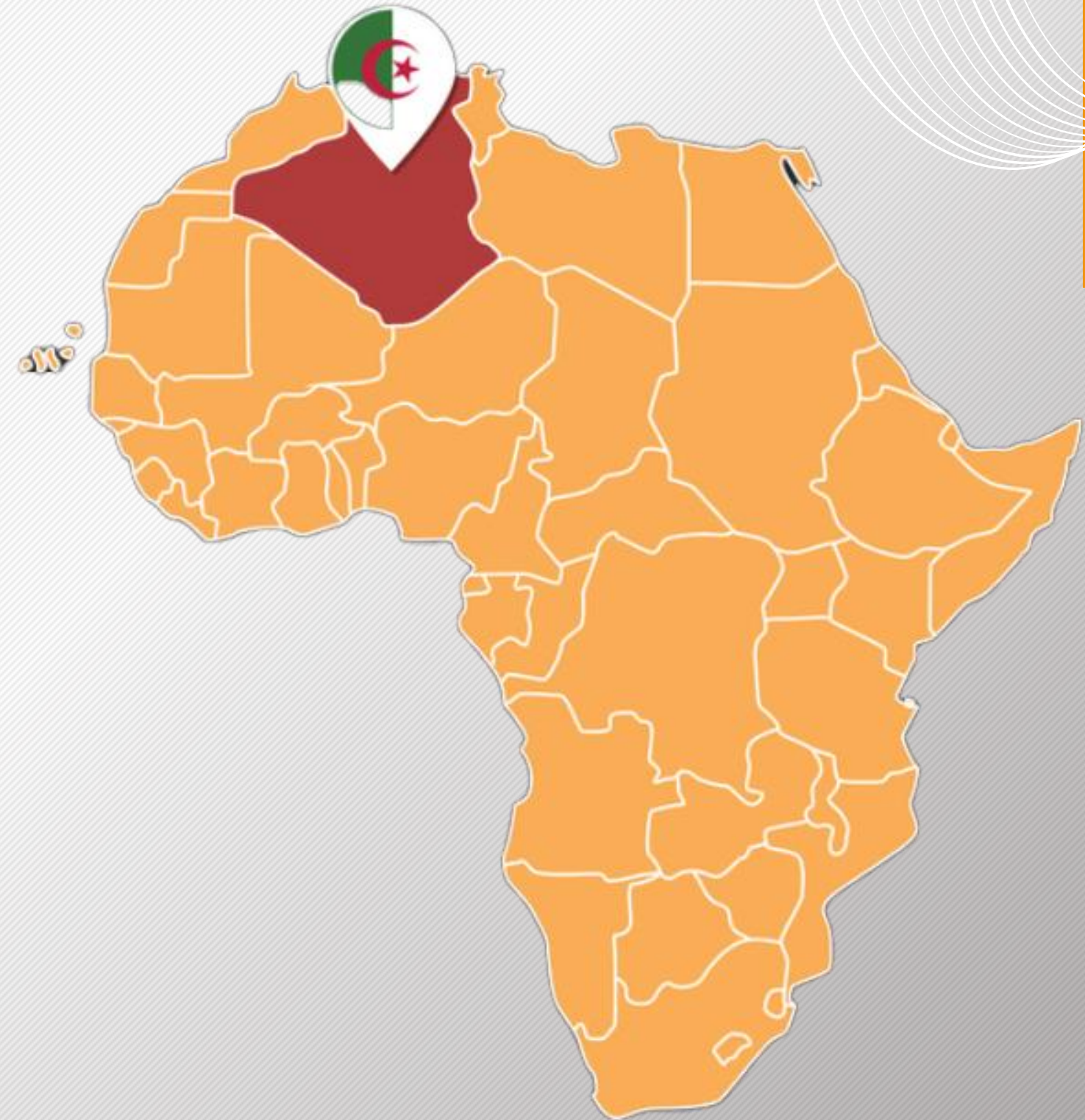
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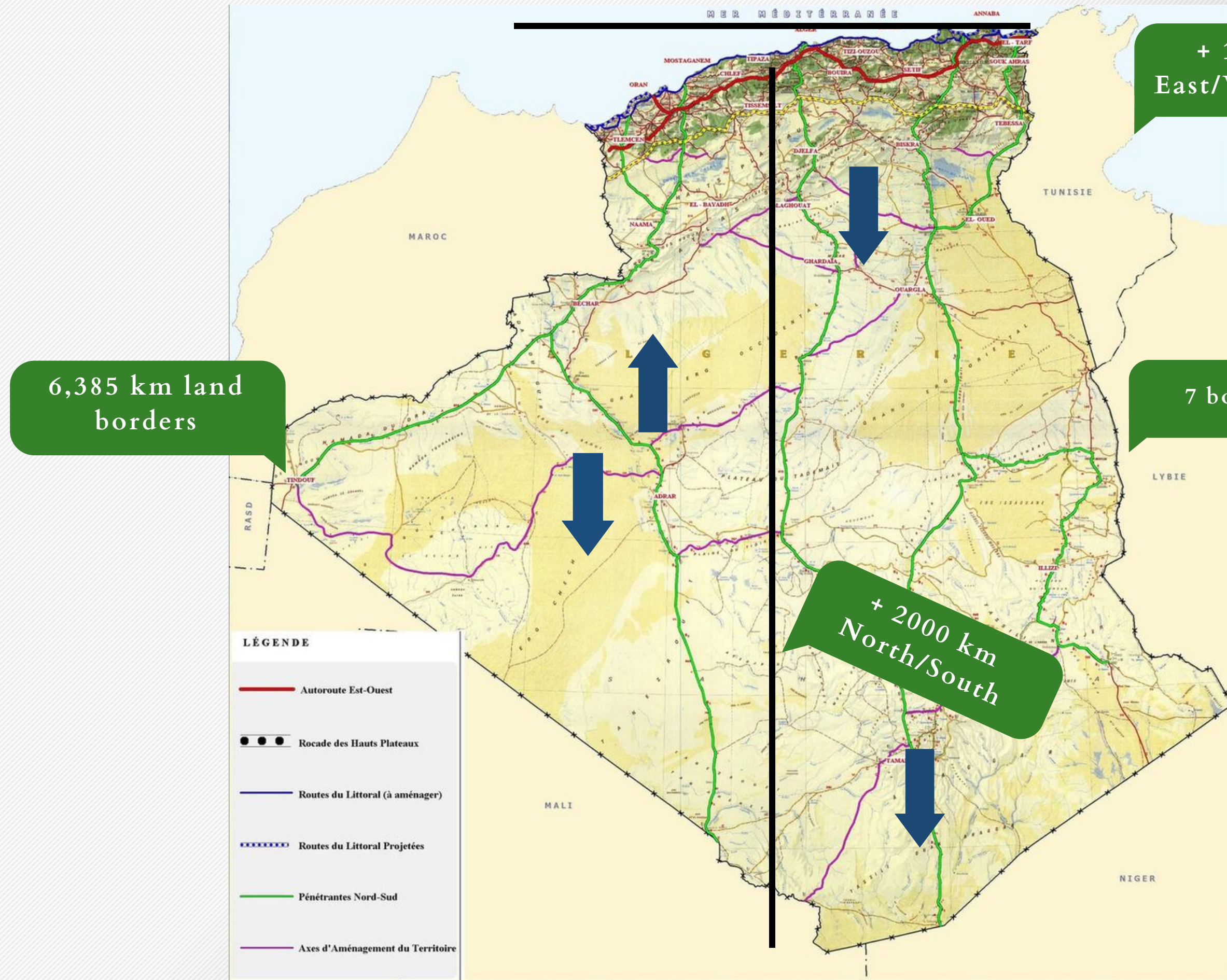




Focus ALGERIA

Evolution of IPR & counterfeiting in Africa

Main road axis and Borders



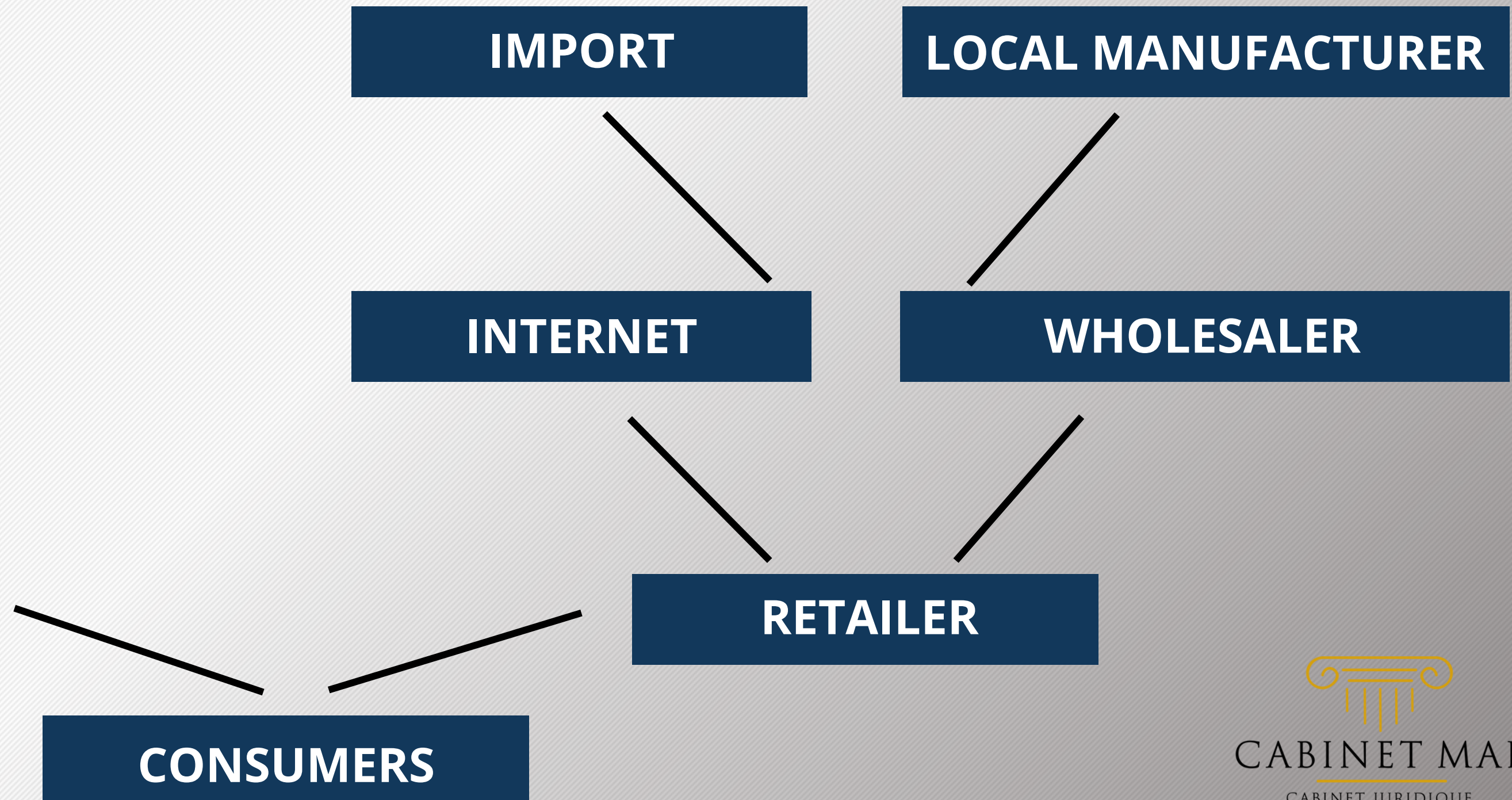
Changes in the Geopolitical & Geostrategic Context

DISTRIBUTION CHANNELS

BEFORE 2019 (COVID-19)

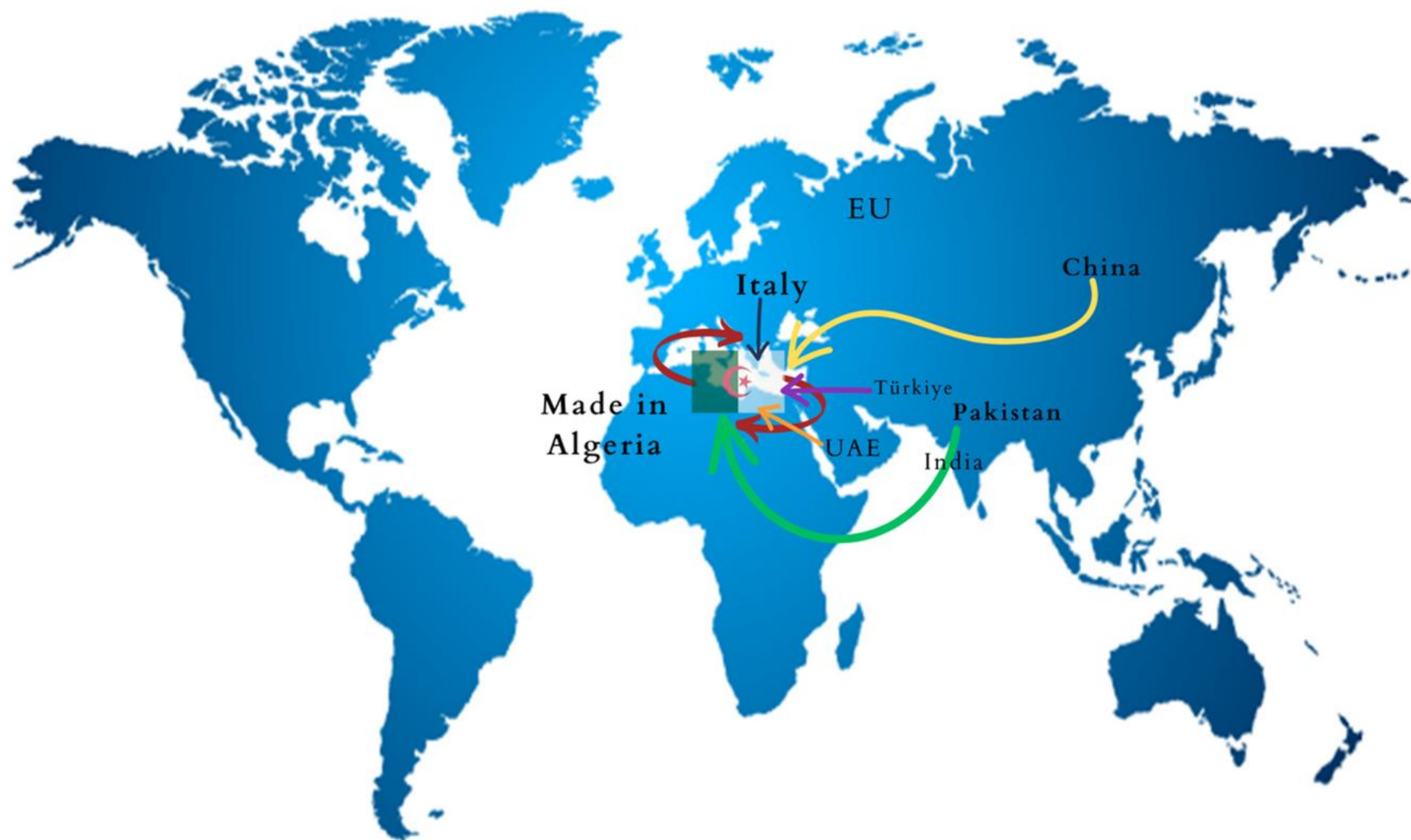


AFTER 2021 (COVID-19 + the war in Ukraine)



KEY ELEMENTS

- Some of the counterfeit product countries and other counterfeit transit countries are clearly identified
- 65 % of the present products on the Algerian market are imported and infringing





- The Zlecaf- Afcata

- 55 countries
- Free circulation of goods



- The new free zone areas in Africa ?

- Algeria and five African countries, Mauritania, Tunisia, Libya, Mali and Niger

- The facilities for local manufacturers for export?

- Almost non-existent taxation

- On going

- Observatory
- Continental Enforcement Division



CABINET MAP

CABINET JURIDIQUE

Strengthening of the Regulatory
Framework in Algeria and Progress of the Various Mechanisms

Executive Decree: The Algerian Government Publishes Executive Decree No. 23-417 to Strengthen the Fight Against Counterfeiting

- This decree establishes the conditions and procedures for the destruction by the customs administration of seized, confiscated, or abandoned goods.
- This measure is part of ongoing efforts to strengthen the protection of intellectual property rights and combat illicit trade.
- It should be noted that the cost of destruction is borne by the counterfeiter, which is a significant advancement.

12 Specialized Intellectual Property (IP) Courts:

A major breakthrough will now allow IP cases to be handled by specialized courts dedicated to this field.

This new system aims to make all procedures related to IP matters—including infringement, copyright, and case management—more:

- Straightforward
- Cost-effective
- Efficient

To further enhance the framework, it is essential to implement a continuous training program and develop a clear understanding of the challenges, impacts, and objectives to be achieved.

Copyright WIPO and ONDA

Simplified Mediation procedure in copyright matters. WIPO and ONDA .

It's important to be very active in the area and to be able to help the authorities on the ground. Working with all the corporations is very important. We have to work with the gendarmerie, the police, the Ministry of Commerce...

The products are now manufactured on site, with local sales but also exports. It's important to be able to conduct investigations on the ground, set up escalation procedures, and show counterfeiters that we are present on the ground and pass all the information back to the administrations.

The CAN, as the World Cup is coming, is important to react quickly by helping the authorities change the laws, do lobbying...

If you need any information, please find
here our different contact

 nihel@cabinetmap.com

 06 13 16 44 79

 www.cabinetmap.com