

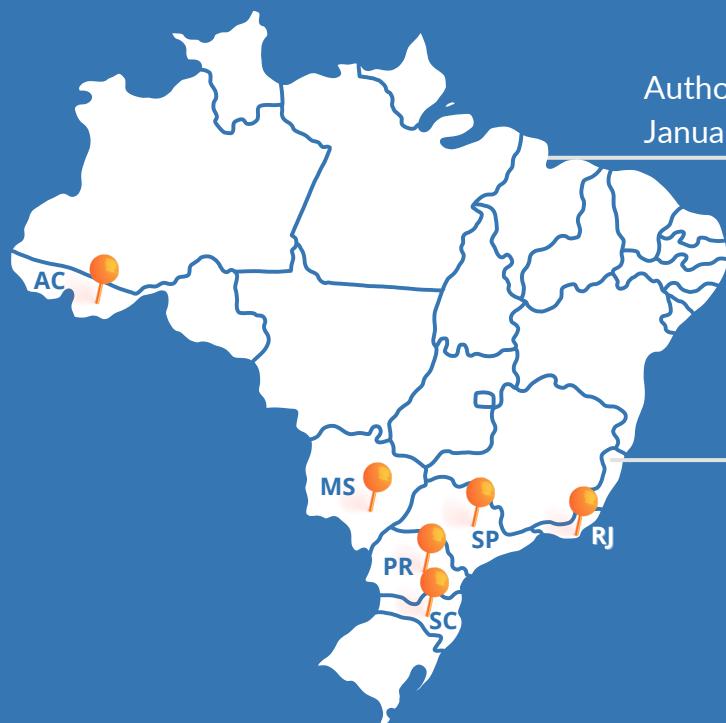
BPG NEWS



Brand Protection Group - BPG | Activities report from January to September 2025



WHAT WE'VE BEEN DOING



Authorities trained between
January and September 2025



9 Training in 6 states

Training 2025

February 04th | BPG Training
Campo Grande/MS | 42 Attendees



March 26th | BPG Training
Guarulhos /SP | 10 Attendees



May 21st | Training BPG
Rio Branco/AC | 47 Attendees



July 22nd | Training BPG
Campinas/SP | 66 Attendees



February 24th | BPG Training
Bauru/SP | 37 Attendees



April 02th | BPG Training
Port of Itaguaí/RJ | 28 Attendees



May 21st | 1st International Symposium
Curitiba/PR | 1.200 Attendees



September 03rd | Training BPG
São José dos Campos/SP | 115 Attendees





Participation of the Joint Parliamentary Front in Defense of Intellectual Property and Fight against Piracy

The Brand Protection Group (BPG) participated in the launch of the joint **Intellectual Property agenda led by Congressman Júlio Lopes**.

The event took place on April 30th, 2025, in Brasília, DF, and was attended by representatives of the association, who reinforced the **importance of combating piracy and valuing innovation and brand protection in Brazil**.

The BPG's participation reaffirms its commitment to promoting public policies aimed at defending brands and the sustainable development of the creative economy in the country.



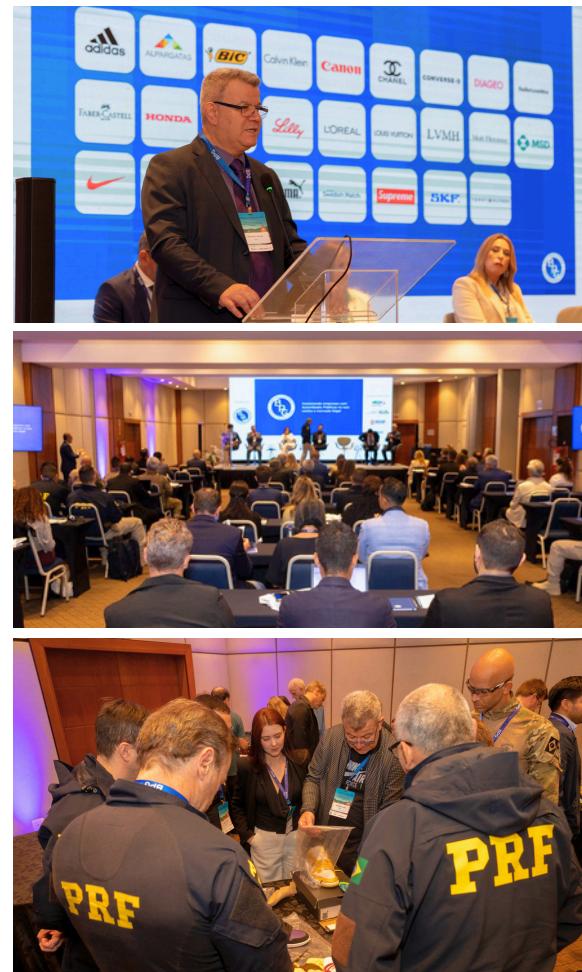
International Seminar | Joinville

On August 20th and 21st, 2025, the **Brand Protection Group - BPG held the International Seminar – Joining Forces in the Fight Against the Illegal Market Beyond Borders and Jurisdictions**.

This year, the event was held in Joinville, Santa Catarina, bringing together 87 participants, including representatives of associated brands and public authorities from Brazil, Argentina, Paraguay, and Uruguay. Agencies such as the Federal Revenue, Public Prosecutor's Office, Civil Police, Federal Highway Police, Federal Police, Scientific Police, PROCON, INPI, and State Secretariats were present.

The program included panel discussions on combating the illegal market from the perspective of authorities and brand owners, as well as a practical training in the recognition of counterfeit products.

This meeting was extremely enriching for all participants and partners, whose presence and collaboration not only strengthened our seminar but also reaffirmed our unity in the fight against the illegal market.



BPG e TRACIT | New Partnership Joining Forces Against the Illegal Market

At the BPG International Seminar in Joinville, Santa Catarina, the **BPG welcomed the Transnational Alliance to Combat Illicit Trade (TRACIT)**, an international organization that fights illicit trade. The organization was represented by **Ana Linda Solano**, who participated in the panel "Integration Between Public And Private Sectors To Combat The Illegal Market."

During the event, a **Memorandum of Understanding (MoU)** was signed, formalizing the strategic partnership between BPG and TRACIT, providing for cooperation in combating illicit trade and intellectual property crimes.





BPG e CALPYC | New Partnership Joining Forces Against the Illegal Market

At the BPG International Seminar in Joinville, Santa Catarina, the **Brand Protection Group - BPG welcomed the Câmara de Lucha contra la Piratería y el Contrabando (CALPYC)**. The organization was represented by its president, **Virginia Cervieri**, who participated in the panel “Integration Between Public And Private Sectors To Combat The Illegal Market.”

The event also marked the signing of a **Memorandum of Understanding (MoU)** between the institutions, which strengthens the strategic partnership in favor of legality, innovation, and consumer protection.



1st Brand Protection Meeting For IP Owners In Brazil | 2025

On August 22nd, 2025, the Brand Protection Group - BPG held the **1st Brand Protection Meeting for IP Owners in Brazil in São Paulo**. The meeting brought together 19 participants, including members and invited brands, to discuss strategies to combat the illegal market and strengthen cooperation between companies in the protection of intellectual property.



BPG Alert

‘Dupe Influencers’ on Social Media

The BPG warns about a practice that is becoming increasingly common on **social media**—“dupe influencers” (**promotion of imitation brand-name products**).

This type of content is not harmless, and it fuels the illegal market, crimes such as trafficking, and child labor. Counterfeits also expose consumers to unsafe and inferior products, particularly in sensitive categories such as cosmetics, skincare, electronics, and medicines.

Promoting counterfeits is a crime and puts consumers at risk. The organization advocates for authenticity and accountability from the platforms involved.