

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



WHAT WE'VE BEEN DOING



Authorities trained between
January and November 2025

1.807

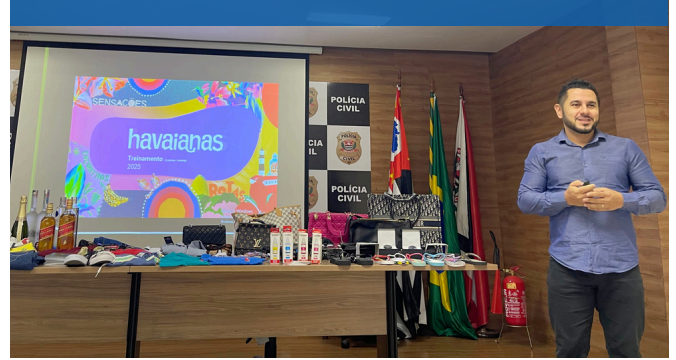
12 Training in 7 states

Training 2025

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



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



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



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



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



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



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



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.



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



October 08th | Training BPG Natal/RN | 56 Attendees



November 11th | Training BPG Florianópolis /SC | 64 Attendees



November 17th | Training BPG Jacareí/SC | 55 Attendees



BPG Alert

Black Friday and counterfeit products in online shopping

On the last Black Friday, over **30 million products** were sold online in just two days in Brazil. A worrying example is **counterfeit beauty products, fragrances, and personal care items**, which often contain **untested and unsafe ingredients**. We also draw attention to the **exponential growth of “dupe” influencers**, who recommend duplicates as purchasing alternatives without considering their background.

Considering that a large part of the counterfeit products sold in the country come from online sales, the BPG warns of the importance of noting that many of these counterfeits not only disappoint but can also put consumers' health at risk.

