

## Brand Protection Group - BPG | 2025 Activity Report



## WHAT WE'VE BEEN DOING



Authorities trained  
during 2025

CIVIL POLICE - ENFORCEMENT AUTHORITIES - FEDERAL REVENUE -  
FEDERAL HIGHWAY POLICE - LATIN AMERICAN AUTHORITIES -  
MILITARY POLICE BRAZILIAN ARMY - MUNICIPAL GUARD - PROCON -  
PUBLIC PROSECUTOR'S OFFICE - SMUGGLING REPRESSION  
SEFAZ - STATE REVENUE SERVICE

ACRE - MATO GROSSO DO SUL - PARANÁ  
RIO DE JANEIRO - RIO GRANDE DO  
NORTE - SANTA CATARINA - SÃO PAULO

BPG LATAM | BUENOS AIRES

BPG organized 13 training sessions  
covering 7 states in Brazil and the 2nd  
BPG LATAM Training in Buenos Aires.



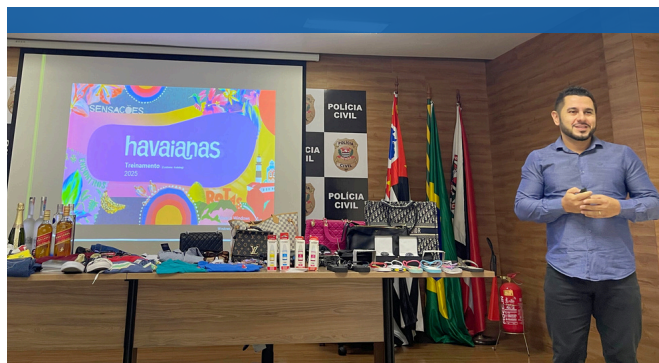


# Training 2025

**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 02nd | 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



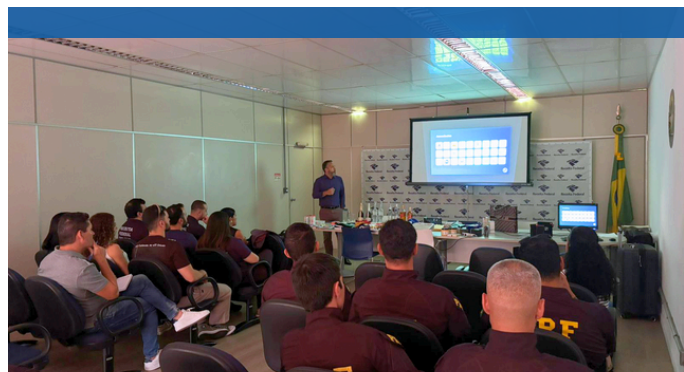
### November 11th | Training BPG Florianópolis /SC | 64 Attendees



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



### November 26th | Training BPG | Corumbá /MS | 24 Attendees





## BPG LATAM Training Buenos Aires 2025

On November 27th, 2025, the Brand Protection Group - BPG held its second BPG training session in the LATAM format.

The event took place in **Buenos Aires, Argentina**, and was attended by representatives of member brands and **112 Argentine authorities** focused on combating the illegal market in Latin America.



## Public-Private Cooperation Initiatives

In 2025, BPG entered into important cooperation agreements with partners in the public and private sectors. It signed two international **Memoranda of Understanding (MoU)** with CALPYC and TRACIT, a **Collaboration Agreement with BPTO**, and a **Technical Cooperation Agreement between the Brazilian Association of Credit Card and Services Companies - ABECS, ÁPICE, and BPG**, and the holding of the **1st BPG IP Owners Meeting**.



## Participation in external events

### Inauguration | CyberGAECO Room

BPG participated in the inauguration of the São Paulo Public Prosecutor's Office "Situation Room," a space dedicated to CyberGAECO for monitoring and combating cybercrime. This space is the result of a partnership between the Public Prosecutor's Office and entities such as BPG, which work to combat the illegal market.







## Events calendar in Brasília

In 2025, the BPG integrated a strategic agenda of events in Brasília, aimed at strengthening actions to combat piracy. Among the commitments were the launch of the **2025 Legislative Agenda of the Parliamentary Front for IP**, the **Solemn Session of the Joint Parliamentary Front in Defense of Intellectual Property and Combating Piracy**, as well as the meeting of the **National Council for Combating Piracy (CNCP)**. The institutional presence of BPG at these meetings reinforces our commitment to protecting intellectual property and working closely with partners and authorities in the sector.



## BPG Alert

Awareness campaigns on social media

BPG expanded its presence on social media, sharing content to raise awareness about illegal market practices. Among the topics covered, were guidance for the public on the risks associated with the growing activity of **“dupe influencers”** on social media, and warnings about shopping during seasonal periods, such as the **holiday season and Black Friday**, with a focus on preventing the purchase of counterfeit products online.



## Important decisions in Brazil

### Shopee e-commerce platform

In a landmark decision, the Shopee platform was fined BRL 200,000 by PROCON-RJ and SEDCON after an investigation concluded that it was selling counterfeit products and engaging in misleading advertising practices that misled consumers. The case originated from a complaint filed by BPG and ÁPICE.

### Interpretative Declaratory Act

The Brazilian Federal Revenue published a Declaratory Act that standardizes the procedures for seizure and declaration of administrative forfeiture of counterfeit products. The new understanding strengthens the administrative actions of the Federal Revenue by allowing the application of forfeiture penalties regardless of legal action, based on technical evidence provided by the owners.

Thanks to the ongoing commitment of **BPG members**, **2025 has been a year of significant progress**, marked by workshops, strategic meetings, and **joint action with various public authorities**. We remain confident that this collaboration will remain strong in 2026, allowing for the strengthening and continuity of this essential work!

