



Partnership Between Brazil and China to Combat Piracy

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Piracy is a phenomenon that significantly impacts the global economy, undermining the competitiveness of legitimate businesses, reducing tax revenues, and negatively affecting innovation and job creation. Additionally, the trade of counterfeit products harms consumers, who often purchase inferior and even dangerous goods, weakening the credibility of formal markets.

With the goal of curbing these harmful practices, representatives from the Brazilian and Chinese governments met to exchange experiences on the subject. This meeting resulted in the signing of a memorandum of understanding between the two countries, focused on combating piracy, ensuring product quality, food safety, and other essential measures to protect consumers and combat these illicit practices.

The event was attended by high-ranking Chinese government officials, who were received at the Palace of Justice in Brasília by Brazilian Government Federal Authorities from the National Consumer Secretary (SENACON), and from the National Council to Combat Piracy and Offenses Against Intellectual Property (CNCPI). During the meeting, the importance of joint actions to address the challenges posed by a globalized market was emphasized, ensuring that products offered to Brazilian and Chinese consumers are safe and meet strict quality standards.

In this context of a globalized economy and increasingly intense trade relations between the two countries, initiatives like this take on a central role, demonstrating how joint efforts can enhance the effectiveness of tackling the problem. The exchange of information, experiences, and technologies between the two governments will enable more coordinated action in combating international counterfeiting networks, which often operate across multiple territories.

This partnership brings significant benefits to the countries involved, including:

- 1. Strengthening the Economy:** Combating piracy directly boosts the economies of both countries. Markets flooded with counterfeit products harm legitimate businesses, which face unfair competition due to the lower prices offered by manufacturers and sellers of pirated goods. This disadvantage not only affects company revenues but also hinders investments in expansion, innovation, and hiring skilled labor. By fighting piracy, governments ensure that companies operate in a fairer environment, promoting the sustainable growth of key industries. Additionally, sectors such as technology, fashion, and entertainment—frequent targets of counterfeiting—benefit from the protection of their creations, generating jobs and stimulating both local and global economies.
- 2. Increase in Tax Revenue:** Piracy causes significant losses to public coffers, as products sold in the informal market do not generate taxes. In economies that rely on taxes to fund essential services like healthcare, education, and security, reduced tax collection undermines the population's well-being. International partnerships, such as the one established between Brazil and China, help to curb criminal networks and reduce the underground market, allowing more products to be sold legally and, consequently, taxed. With increased tax revenues, governments gain additional resources to invest in priority areas, fostering social and economic development.

3. **Consumer Safety:** Counterfeit products often fail to meet the safety and quality standards required by official regulations, exposing consumers to considerable risks. Examples include counterfeit medications that may be ineffective or toxic, toys that do not meet safety requirements, and appliances that may cause accidents. By cracking down on piracy, authorities ensure that only properly certified products reach the market, safeguarding the health and safety of the population. Additionally, educating consumers about the dangers of purchasing counterfeit products is also part of this effort, promoting a culture of responsible and conscious consumption.
4. **Innovation and Intellectual Property Protection:** Innovation is one of the key drivers of economic and social progress. Creative industries such as technology, music, film, and design rely on a robust intellectual property protection system to thrive. Piracy discourages creators and inventors by reducing the financial returns on their creations, dissuading further investments in research and development. By ensuring the protection of trademarks and patents, countries encourage the development of new products, services, and ideas. Partnerships like the one between Brazil and China demonstrate that intellectual property protection is not just a legal matter but a strategic priority to foster innovation, maintain global competitiveness, and attract foreign investment.

Moreover, international partnerships like this one help strengthen diplomatic relations, reinforcing both countries' commitment to sustainable economic development and the integrity of their markets. The collaboration between Brazil and China not only combats piracy but also sets an example for other nations to follow similar strategies, promoting a fairer and more balanced global market.

Piracy, as a global challenge, requires equally global solutions. Partnerships like the one established between Brazil and China highlight the value of combining efforts and the positive impact that such initiatives have on society as a whole.

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