



# 2008 CACN Canadian Reality Tour

A Cross-Canada Educational Initiative to Raise Awareness  
and Combat Product Counterfeiting and Copyright Piracy



In Partnership with the  
Canadian Anti-Counterfeiting Network and  
the Royal Canadian Mounted Police



“Working in Partnership Against a Common Threat”



## Canadian Anti-Counterfeiting Network (CACN) - 2008 Canadian Reality Tour

### Bringing Awareness to the “Crime of the 21<sup>st</sup> Century”

The 2008 CACN CANADIAN REALITY TOUR is a cross-country educational initiative of the Canadian Anti-Counterfeiting Network (CACN) and the Royal Canadian Mounted Police (RCMP). The purpose of the tour is to raise awareness of and educate police, customs, prosecutors, regulatory personnel, student, consumers and other government officials on ways to combat the serious problem of product counterfeiting and copyright piracy in Canada.

Presentations and meetings are organized in nine cities across Canada leading up to the 2008 International Law Enforcement IP Crime Conference being hosted by the RCMP and INTERPOL in Halifax, Nova Scotia from June 24<sup>th</sup> to 26<sup>th</sup>.

Intellectual property crime (IP crime) (product counterfeiting & copyright piracy) has been appropriately described by many as the crime of the 21<sup>st</sup> century and is a serious problem that has grown exponentially in the past decade and continues to grow each year. The globalization of trade and technology, along with the growth of the virtual Internet market, has created an international perfect storm, allowing organized criminal networks to reap huge profits through black market distribution of counterfeit and pirated products. In Canada alone, this complex and sophisticated criminal activity robs billions of dollars from our economy every year.

In addition, many counterfeit products put the health and safety of Canadians at risk. Deadly pharmaceuticals, dangerous electrical products, unsafe auto parts, toxic personal care products, etc. that are virtually indistinguishable from legitimate manufactured products, are finding their way into Canadian markets and homes. Education and awareness are key to combating the problem and to keeping Canadians safe and secure.

The 2008 CACN CANADIAN REALITY TOUR will bring together industry, law enforcement, health and legal experts who will give presentations and offer training that will provide attendees with an overview and understanding of IP crime issues in Canada. Sessions will also include product identification training, along with details of health and safety consequences of counterfeit products. In addition, press conferences, presentations to schools and meetings with provincial and local authorities are being arranged.

The tour has been designed with the following objectives in mind:

- To raise awareness among Canadians about the consequences of IP crime and how to protect themselves
- To raise awareness about and provide information that may assist police, customs, prosecutors, regulatory personnel and other government officials address IP crime
- To educate youth about IP crime

The Tour will include presentations and meetings in Vancouver, Edmonton, Regina, Winnipeg, Toronto, Ottawa, Montreal, Moncton and Charlottetown. The Tour will lead up to the 2008 International Law Enforcement IP Crime Conference that is being co-hosted by the RCMP and INTERPOL in partnership with Underwriters Laboratories. The conference will take place in Halifax, Nova Scotia from June 24<sup>th</sup> to 26<sup>th</sup>. For more information on the Halifax conference please visit [www.UL.com/ace](http://www.UL.com/ace).

Please go to [www.CACN.ca](http://www.CACN.ca) for further information on the 2008 Reality Tour.



## TOUR DATES AND LOCATIONS

### **Tuesday April 15, 2008**

Vancouver, British Columbia

Sheraton Vancouver Wall Centre  
1088 Burrard Street  
Vancouver, BC V6Z 2R9  
Hotel Reservations: (604) 331-1000

### **Thursday April 17, 2008**

Edmonton, Alberta

Delta Edmonton South Hotel and Conference Centre  
4404 Gateway Blvd.  
Edmonton, Alberta T6H 5C2  
Hotel Reservations: (780) 434-6415

### **Wednesday May 7, 2008**

Regina, Saskatchewan

Delta Regina  
1919 Saskatchewan Drive  
Regina, Saskatchewan S4P 4H2  
Hotel Reservations: (306) 525-5255

### **Friday May 9, 2008**

Winnipeg, Manitoba

Delta Winnipeg  
350 St. Mary Avenue  
Winnipeg, Manitoba R3C 3J2  
Hotel Reservations: (204) 942-0551

### **Tuesday June 3, 2008**

Toronto/Mississauga, Ontario

Delta Toronto Airport West  
5444 Dixie Road  
Mississauga, Ontario L4W 2L2  
Hotel Reservations: (905) 624-1144

### **Wednesday June 4, 2008**

Ottawa, Ontario

Embassy West Hotel  
1400 Carling Avenue  
Ottawa, Ontario K1Z 7L8  
Hotel Reservations: (613) 729-4331

### **Thursday June 5, 2008**

Montreal, Quebec

Delta Centre-Ville  
777 University  
Montreal, Quebec H3C 3Z7  
Hotel Reservations: (514) 879-1370

### **Tuesday June 10, 2008**

Moncton, New Brunswick

Delta Beausejour  
750 Main Street  
Moncton, New Brunswick E1C 1E6  
Hotel Reservations: (506) 858-0957

### **Thursday June 12, 2008**

Charlottetown, Prince Edward Island

Delta Prince Edward  
Fox Meadow Golf and Country Club (Meeting Venue)  
18 Queen Street.  
Charlottetown, Prince Edward Island C1A 8B9  
Hotel Reservations: (902) 566-2222



## ABOUT THE CACN

The Canadian Anti-Counterfeiting Network (CACN) is a coalition of individuals, companies, firms and associations that have united in the fight against product counterfeiting and copyright piracy in Canada and internationally. The members of CACN include broad-based organizations, such as the Canadian Association of Importers and Exporters, the Canadian Manufacturers and Exporters, Underwriters Laboratories' of Canada (ULC), the Canadian Standards Association (CSA), the Electro-Federation Canada, The Entertainment Software Association (ESA), the Canadian Recording Industry Association and the Canadian Motion Picture Distributors Association, along with companies from a range of industries and law firms representing a host of intellectual property (IP) rights holders – Canadian and foreign – with significant businesses in Canada. The key objectives of CACN are as follows:

- Advocate at the federal and provincial levels for legislative changes and increased resources to combat counterfeiting and piracy.
- Raise awareness of counterfeiting and piracy, and the negative impact on the economy and society, and facilitate training of law enforcement and others by the private sector.
- Maintain and share information regarding counterfeit cases, developments and emerging trends with law enforcement and the private sector; and develop and maintain ties with other organizations with similar objectives in Canada and internationally.



[www.CACN.ca](http://www.CACN.ca)