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total value of such items was approximately THB 1.3 billion (USD 40 million). The counterfeits were strictly secured and guarded by the officials, first during transport from various warehouses to the Destruction Ceremony where they were shredded and crushed, then during transfer from the Ceremony site to an incinerator facility located in Samut Prakan Province. While the Thai government absorbed all costs related to the Ceremony, it was organized in a fully transparent manner, with full access and participation by media and IP right owners.



(Deputy Prime Minister General Prawit Wongsuwan and other high level dignitaries inspect the counterfeit goods)

As evidenced by many recent initiatives, the Thai government has taken an increasingly strong position against infringement, both to establish Thailand as a market where intellectual property rights are respected and enforced and to ensure that counterfeit goods of poor quality – particularly food, cosmetics, and electronic products – cannot impact the health or safety of local consumers. By permanently destroying counterfeit goods, the government can ensure such goods cannot re-enter the market. Doing so in such a public manner should inspire current and would-be infringers to rethink their activities. Moreover, IP right owners and their agents should feel encouraged to cooperate with government and police officials in their efforts to continue seizing and destroying counterfeit goods and otherwise cracking down on infringement in Thailand.