



## RETAIL & CONSUMER GOODS

### COMBATING COUNTERFEITING IN THE RETAIL & CONSUMER GOODS INDUSTRY

Counterfeiting counts as the single largest threat to the retail & consumer goods sector as it results in economic losses, reputational risks, and violations of corporate social responsibilities. Black and grey market activities have funded global underground economies supporting organized crime and extremist agendas, as well as human, weapons, and drug trafficking activities. Poor-quality reproductions have exposed populations to significant health and safety dangers, at times directly resulting in the loss of lives.

The ability to access information worldwide has brought retail & consumer brands under unprecedented scrutiny, increasing their need for accountability and ultimately making them liable for the actions of criminal enterprises. Despite costly efforts to ensure adequate protection for trademarks, such as holograms, smart cards, biometric markers, specialized inks, and packaging innovations, among others, sophisticated criminal groups will continue to develop countermeasures and work-arounds. To date, tactics utilized to combat counterfeiting have been little else than an endless "whack-a-mole" exercise in which one method of counterfeiting is eliminated but ultimately replaced by another. This endless cycle of lackluster progress in brand protection has jeopardized the sector, leading many companies to adopt unsubstantiated rationalizations, such as the belief that consumers buying counterfeit goods will eventually purchase authentic products when they have the economic means to do so – a fallacy, at best.

In order to effectively combat and nullify large counterfeiting operations, innovative measures must be implemented and targets need to be set much higher. This requires a detailed understanding of the logistics of underground economies, including production capabilities, transportation networks, and most importantly, financing mechanisms. Armed with this understanding, criminal enterprises can be identified and targeted, and their operations can effectively be cut off at the head.

### ODIN ENTERPRISES' VALUE BASED SOLUTIONS FOR THE RETAIL & CONSUMER GOODS INDUSTRY:

- Discretion, Reliability, Quality, and Ethics are Driving Principles
- Global Reach and Local Insight
- Specialists in Less and or Non-Transparent Regions (Globally)
- Expert Utilization of Human Intelligence Combined with Cyber Technology
- Timely, Relevant, and Actionable Information
- Cost Effective, Customized and Scalable Solutions

### ODIN ENTERPRISES : UNLOCKING THE POWER OF INFORMATION

Odin Enterprises is committed to being your partner in these challenging times. We have the resources to provide sustainable, reliable, timely and most importantly, actionable solutions at a fraction of the cost of expanding your internal team. We leverage internal industry, sector, and regional expertise, in order to understand your issues. We have the ability to access hard to reach markets by leveraging Human Intelligence and innovative Cyber Solutions through an extensive and fully vetted proprietary network of global sources.

### SERVICES

The broad categories of services provided to minimize client risks and maximize awareness for the Retail & Consumer Goods Industry include, but are not limited to:

#### INVESTIGATIONS

- Counterfeit, Grey Market, Parallel Imports Analysis
- Leak of Intellectual Property/Internal Fraud
- Port Monitoring
- Criminal Network Mapping
- Anti-Corruption

#### DUE DILIGENCE

- Partner, Vendor, and Procurement Vetting
- Pre-Deal Screening & Vetting
- Investigative Due Diligence
- Reputational Assessments

#### RISK ADVISORY & CYBER

- IP and Brand Protection
- Sentiment Analysis
- Reputational & Network Assessments
- Regulatory and Sanctions Compliance Monitoring
- Industry Risk Assessments
- Crisis/Terrorist/Political Risk Assessments and Tracking
- Cyber Threat Monitoring
- Off-Label Promotions

#### MARKET ACCESS

- Market Access Research
- Competitive Intelligence
- Stakeholder Mapping
- Market Sensitivity Analysis
- Strategic Influence Campaigns

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MAXIMIZE AWARENESS & MINIMIZE RISK