



anti
counterfeit
authority

Upholding Authenticity

ANTI-COUNTERFEIT NEWSLETTER

19TH EDITION
OCTOBER-DECEMBER 2025



 Enforcement News

Ruiru Liquor Raid Stops Counterfeit Alcohol Before It Reaches Festive Consumers

Enforcement

Ruiru Liquor Raid Stops Counterfeit Alcohol Before It Reaches Consumers

Public Awareness

Fight Against Counterfeit Agro-Inputs Highlighted at Agitech Grand Expo

Corporate News

Aca celebrates clean audit and commitment to accountability

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anti counterfeit authority
Kutekeleza Uhalisali

MKATABA WA HUDUMA KWA WATEJA

	HUDUMA	KINACHOHITAJIKA ILI KUPATA HUDUMA YETU	MALIPO YA HUDUMA	MUDA UNAOHITAJIKA
1.	Kujibu mawasiliano	• Kuwasilisha ombi kwa maongezi au kwa maandishi	• Hakuna malipo	• Siku tano (5)
2.	Kutatua malalamishi ya umma	• Kuwasilisha malalamishi kwa maongezi au kwa maandishi	• Hakuna malipo	• Siku thelathini (30) isipokuwa malalamishi yanayohitaji uchunguzi zaidi
3.	Kupokea malalamishi juu ya ukiukwaji wa haki miliki kutoka kwa wenye/mawakala (wa) haki miliki	• Jaza fomu ya malalamishi ACA 8 na kufuata kifungu cha 33 cha Sheria ya Kupambana na Bidhaa Ghushi, 2008	• Kshs 10,000 (Elfu Kumi)	• Kutekelezwa mara moja
4.	Kupokea malalamishi juu ya ukiukwaji wa haki miliki kutoka kwa watumiaji	• Kuwasilisha malalamishi juu ya ukiukwaji wa haki miliki	• Hakuna malipo	• Kutekelezwa mara moja
5.	Uchunguzi, unasaji, kuachilia na kuharibu bidhaa ghushi zilizotangazwa kuwa si salama	• Ushirikiano kutoka kwa walalamishi wakati wa uchunguzi	• Ada zinazotumika kama ilivyoainishwa katika jedwali la pili la Sheria ya Kupambana na Bidhaa Ghushi, 2008.	• Siku tisini (90) kwa ajili ya kukamilisha upelelezi • Mara mbili kwa mwaka kwa uharibifu wa bidhaa ghushi • Bidhaa zilizo twaaliwa zitaachiliwa mara tu baada ya maamuzi ya mahakama kuziachilia
6.	Malipo kwa watoaji huduma	• Kuwasilisha stakabadhi zote zinazohitajika ili malipo kufanywa	• Hakuna malipo	• Ndani ya siku thelathini (30)

TUMEJITOLEA KWA HISANI NA UBORA KATIKA KUWAHUDUMIA WATEJA

Iwapo hujaridhika na huduma uliyopewa ama kushindwa kwa afisa wetu kukuhudumia kulingana na mwito huu wetu, ripoti kwa: _____

Afisa Mtendaji,
Mamlaka ya Kuangamiza Bidhaa Ghushi,
Jumba la National Water, Gorofa ya 3, Barabara ya Dunga,
Vhwandani
S.L.P 4777 1-00100, Nairobi
Simu: +254 (0) 20-2280 000,
Nambari ya Dharura: (0) 20 2280 111 Nairobi
Barua pepe: complaints@aca.go.ke

OR

Katibu wa Tume/Afisa Mkuu Mtendaji,
Tume ya Mamlaka ya Kisheria,
Jumba la West End Towers, Gorofa ya 2,
Barabara ya Waiyaki, Nairobi
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Barua pepe: complain@ombudsman.go.ke

Foreword

Robi M. King'a, PhD
Executive Director
Anti-Counterfeit Authority



enforcement officers and partners who continue to work tirelessly to disrupt illicit trade networks. Such efforts are critical in ensuring that consumers are shielded from dangerous products, while honest businesses are protected from unfair and unlawful competition.

At the same time, our work extends far beyond enforcement. The Authority remains committed to fostering a broader culture of awareness, compliance, and innovation through public education, stakeholder partnerships, and policy development. In this regard, the continued progress on the National Intellectual Property Policy is a significant milestone. This initiative is expected to strengthen the country's capacity to prevent counterfeit trade in a more sustainable way, while creating an enabling environment where creativity, investment, and enterprise can thrive.

The achievements highlighted in this edition of the newsletter are a testament to the power of collaboration. They reflect the combined efforts of our staff, partner agencies, rights holders, industry players, and members of the public who continue to support the fight against counterfeiting. Their dedication and shared resolve give meaning to our mission and strengthen our belief that the fight against illicit trade is not one that can be won by one institution alone, but through collective responsibility and action.

As we move forward, the Authority will continue to build on these gains by enhancing enforcement, deepening public awareness, and strengthening partnerships that promote market integrity and consumer protection. I extend my sincere appreciation to all those who have contributed to this work and reaffirm our commitment to creating safer, fairer, and more trusted markets for all Kenyans.

As we reflect on the final quarter of 2025, I am proud to note that the Anti-Counterfeit Authority continued to demonstrate resilience, vigilance, and commitment in advancing its mandate of protecting consumers, safeguarding legitimate businesses, and preserving the integrity of Kenya's economy. This period, marked by heightened commercial activity during the festive season, also brought increased risks, as counterfeiters sought to take advantage of consumer demand by introducing fake, substandard, and potentially harmful goods into the market.

In response to these challenges, the Authority intensified its surveillance, enforcement, and stakeholder engagement efforts across key sectors that are often most vulnerable during peak trading periods. Strategic operations targeting counterfeit alcoholic beverages, apparel, and other consumer goods were undertaken in various parts of the country. These interventions were not merely enforcement exercises; they were deliberate actions aimed at protecting public health and safety, supporting fair trade, and reinforcing confidence in legitimate markets.

The interception of counterfeit alcohol in Ruiru and the seizure of counterfeit apparel in Gikomba are among the notable operations that underscored the Authority's proactive and intelligence-led approach. These successes were made possible through coordinated action, strong inter-agency collaboration, and the dedication of our

Editorial Comment

Tom Muteti
Editor & Head of Corporate
Communication



This edition highlights the importance of vigilance, collaboration, and public engagement in combating counterfeit trade—a message that remains relevant beyond the festive season. Together, we can strengthen a culture that values authenticity and safeguards Kenya's markets.

Festive seasons are often a double-edged sword for consumers and businesses alike. While demand surges for various products, the period also attracts counterfeiters seeking to take advantage of increased market activity. The October–December 2025 quarter exemplified this challenge, as enforcement operations revealed both the scale and the ingenuity of illicit trade networks.

In this edition, we highlight two major interventions. The first focuses on counterfeit alcohol intercepted in Ruiru—a timely operation that prevented dangerous products from reaching consumers during the holidays. The second covers the seizure of counterfeit apparel worth approximately KSh 50 million in Gikomba, a move that protected both consumers and legitimate businesses.

These stories illustrate why public vigilance is as crucial as enforcement. Counterfeit goods not only endanger health and safety but also undermine intellectual property rights and distort fair competition. Through reporting on these operations, we aim to provide readers with insight into the challenges of counterfeit trade and the Authority's multifaceted approach to tackling them.

As you read through this issue, I encourage reflection on the role each of us plays in curbing counterfeit trade—whether as consumers, industry stakeholders, or partners in public safety.

“Counterfeiting is not a victimless crime; it endangers consumers, robs genuine businesses of opportunity, and undermines the integrity of our economy.”

CORPORATE NEWS

ACA Celebrates Clean Audit and Commitment to Accountability



There was a sense of pride and celebration as staff of the Anti-Counterfeit Authority gathered for their End-of-Year Dinner on 5th December, marking not only the close of the year but also a significant institutional achievement.

During the event, the Authority was recognized by the Office of the Head of Public Service for attaining an Unqualified Audit Opinion—the highest possible outcome in public sector auditing. The recognition confirms that ACA maintains accurate financial records, strong internal controls, and high standards of accountability in the management of public resources.

The award was received on behalf of the Authority by Executive Director Dr. Robi M. King'a, PhD, who acknowledged the dedication and professionalism of ACA staff in maintaining financial discipline and upholding institutional integrity.

For the team at ACA, the recognition represents more than just a technical audit result. It reflects a shared commitment to transparency, responsible governance, and the ethical management of public funds.

Over the years, the Authority has continued to strengthen its internal systems and financial oversight mecha-

nisms to ensure that public resources are used effectively in delivering its mandate of protecting consumers and legitimate businesses from counterfeit trade.

Officials noted that strong financial accountability is essential in building public confidence in government institutions and ensuring that organizations entrusted with public resources operate with integrity.

The recognition also reinforces ACA's broader mission of safeguarding markets and supporting genuine enterprises. By maintaining high standards of governance, the Authority continues to build trust with stakeholders while strengthening Kenya's efforts to combat counterfeit goods.

As the year came to a close, the milestone served as a reminder of the progress made and the shared responsibility of maintaining transparency and accountability in public service. Through the dedication of its staff and leadership, the Anti-Counterfeit Authority continues to demonstrate that integrity and professionalism remain at the heart of its work.

CORPORATE NEWS

Strengthening Local Partnerships: ACA Engages Lamu County Leadership on Fight Against



ACA team Led by Executive director Robi M. King'a PhD, (second from right) with Mr. Westly Koech (third from right)

Collaboration between national enforcement agencies and local administration remains critical in tackling illicit trade across the country. This was the focus of a courtesy meeting between the Executive Director of the Anti-Counterfeit Authority, Robi M. King'a, PhD, and the Wesley Koech during a visit to Lamu County.

The engagement provided an opportunity for both leaders to exchange views on strengthening enforcement efforts and enhancing cooperation between national government agencies and county administration in addressing counterfeit trade within the region.

During the discussions, the importance of coordinated action among enforcement agencies, local administration, and stakeholders was highlighted as a key factor in protecting consumers and ensuring that legitimate businesses operate in a fair and regulated environment.

Dr. King'a emphasized that partnerships with county leadership play an essential role in advancing

the Authority's mandate of safeguarding markets and protecting intellectual property rights. Strengthening collaboration at the county level, he noted, helps improve intelligence sharing, enforcement coordination, and public awareness on the dangers of counterfeit goods.

The Executive Director was accompanied by Mr. Ibrahim Daar Bulle, ACA Regional Manager for the Mombasa Region, reflecting the Authority's continued efforts to strengthen regional engagement and operational coordination.

The visit reaffirmed the shared commitment between ACA and the national government administration in Lamu to work together in protecting consumers, supporting legitimate trade, and preventing counterfeit goods from infiltrating local markets.

Kenya's IP Leaders Meet in Naivasha to Advance National Intellectual Property Policy



Prof. Tom Peter Migun Ogada moderating the sessions

in the administration, protection, and enforcement of intellectual property in Kenya. Participants included officials from the Anti-Counterfeit Authority, Kenya Industrial Property Institute, Kenya Copyright Board, Kenya National Innovation Agency, Kenya Plant Health Inspectorate Service, and the National Research Fund. The policy development process also received technical support from the World Intellectual Property Organization and the African Centre for Technology Studies.

The meeting provided a platform for stakeholders to review key provisions of the draft policy, align institutional perspectives, and identify areas that require further strengthening before the document is finalized. Discussions centered on enhancing coordination among agencies involved in intellectual property registration, enforcement, research, innovation, and commercialization.

Participants emphasized the need for a comprehensive national framework that supports innovators, protects creative works, and ensures that intellectual property rights contribute meaningfully to Kenya's economic development. The retreat also highlighted the importance of strengthening collaboration between government institutions, the private sector, research institutions, and innovators in order to unlock the full potential of

Kenya's intellectual property leaders convened in Naivasha for a high-level retreat aimed at refining the Draft National Intellectual Property Policy and Strategy (NIPPS)—a key national framework designed to strengthen the country's innovation ecosystem, support industrial growth, and enhance the protection of intellectual property rights.

The retreat was convened by the Ministry of Investments, Trade and Industry through the State Department for Industry, bringing together chief executives and senior representatives from institutions that play a central role



Group photo of the participants at the NIPPS workshop

intellectual property as a driver of growth.

During the deliberations, Executive Director of the Anti-Counterfeit Authority, Robi M. King'a, PhD, who chaired the session, underscored the significance of developing a unified and coherent intellectual property policy for the country. He noted that the proposed framework represents a major step toward harmonizing Kenya's intellectual property laws, strengthening enforcement mechanisms, and improving institutional coordination.

Dr. King'a observed that intellectual property plays a critical role in supporting innovation, attracting investment, and encouraging the commercialization of research and creative ideas. A strong and well-coordinated IP system, he noted, will help protect innovators and entrepreneurs while fostering a business environment that rewards originality, creativity, and technological advancement.

He further emphasized that strengthening intellectual property protection will not only benefit inventors and creators but will also protect consumers from counterfeit and substandard products while promoting fair competition in the market.

The proposed National Intellectual Property Policy and Strategy (NIPPS) is aligned with Kenya's Bottom-Up Economic Transformation Agenda (BETA), which places strong emphasis on industrialization, value addition, and the growth of knowledge-based industries. By strengthening intellectual property governance, the policy aims to promote technology transfer, stimulate innovation, create employment opportunities, and enhance the commercialization of locally developed solutions.

Once finalized, the policy will be submitted to Cabinet for approval, paving the way for the implementation of a coordinated national framework that supports innovation-driven economic growth.

The Naivasha retreat marked an important milestone in Kenya's efforts to strengthen its intellectual property ecosystem. By bringing together key institutions and partners, the engagement reinforced the country's commitment to building a robust, modern, and collaborative IP system capable of supporting Kenya's long-term economic transformation.

CORPORATE NEWS

Dr. Robi M. King'a PhD Calls for Stronger IP Ecosystem to Turn Innovation into Industry



Executive Director of the Anti-Counterfeit Authority,
Dr. Robi M. King'a, PhD,

recognition, ownership, and fair economic reward for their work. Protecting intellectual property rights, he added, encourages investment in research and development while creating an environment where innovators feel confident to bring their ideas to market.

During his remarks, Dr. King'a also highlighted the importance of collaboration between government institutions and academic partners in strengthening Kenya's innovation ecosystem. He commended KCA University for its continued commitment to advancing research, innovation, and public awareness on intellectual property issues.

He further noted the growing partnership between ACA and KCA University, including collaborative research initiatives aimed at understanding trends in counterfeit trade. One such national study on counterfeiting patterns has provided valuable insights that continue to inform policy development and enforcement strategies within the Authority.

Representing the Vice Chancellor of KCA University, Prof. Vincent Onywera praised the collaboration between academia and the Anti-Counterfeit Authority, noting that such partnerships play a vital role in bridging the gap between research, innovation, and practical policy implementation. The 2025 Innovation Week, held under the theme "Innovate! Elevate! Impact!", brought together thought leaders, researchers, innovators, entrepreneurs, and policymakers to explore how research, innovation, and intellectual property protection can drive Kenya's economic transformation. Discussions throughout the summit highlighted the importance of building stronger linkages between universities, industry, and government in order to accelerate commercialization of research, support startup growth, and enhance Kenya's position as a regional innovation hub.

Through its continued engagement with academic institutions and industry stakeholders, the Anti-Counterfeit Authority reaffirmed its commitment to strengthening intellectual property protection as a cornerstone of innovation, investment, and sustainable economic development in Kenya.

Transforming ideas into thriving businesses was the central message during the closing ceremony of the KCA University Innovation Week and Industry Summit 2025, where the Executive Director of the Anti-Counterfeit Authority, Dr. Robi M. King'a, PhD, delivered the keynote address.

Addressing participants drawn from academia, industry, and government, Dr. King'a urged universities, policymakers, and the private sector to strengthen intellectual property (IP) protection as a critical foundation for Kenya's innovation-driven economic growth. He observed that Kenya continues to demonstrate remarkable creativity and entrepreneurial potential. However, he noted that long-term industrial success depends on the ability to protect innovations and transform them into viable enterprises capable of competing in the global marketplace.

"Kenya is rich in ideas and creativity," Dr. King'a said. "But innovation can only deliver lasting economic value when those ideas are protected, nurtured, and developed into sustainable businesses."

According to Dr. King'a, a strong intellectual property ecosystem ensures that innovators receive proper

CORPORATE NEWS

ACA CEO Highlights Anti-Counterfeiting as Key to Strengthening Kenya's Manufacturing Competitiveness



Dr. Robi M. King'a, PhD, CEO of the ACA, 2nd left, in a high-level panel discussion alongside the Cabinet Secretary for Ministry of Investments, Trade and Industry, Hon. Lee Kinyanjui, and other industry leaders.

Efforts to strengthen Kenya's manufacturing sector took center stage during the 3rd edition of the Kenya Industrialization Conference, held at the Kenyatta International Convention Centre. The conference brought together policymakers, industry leaders, and private sector stakeholders to explore strategies for enhancing industrial growth and competitiveness.

Among the speakers was Dr. Robi M. King'a, PhD, Chief Executive Officer of the Anti-Counterfeit Authority, who participated in a high-level panel discussion alongside the Cabinet Secretary for Ministry of Investments, Trade and Industry, Hon. Lee Kinyanjui, and other industry leaders.

During the panel discussion, Dr. King'a underscored the significant impact that counterfeit trade continues to have on Kenya's manufacturing sector. He described counterfeiting as a major economic threat that undermines legitimate businesses, erodes brand value, and diverts billions of shillings from the formal economy.

According to Dr. King'a, effective enforcement of intellectual property rights plays a critical role in protecting Kenyan manufacturers and ensuring that innovation and investment are rewarded in the marketplace

"Counterfeiting is not just a legal issue; it is an economic saboteur that weakens industrial growth," he noted. "By eliminating counterfeit goods from the market and

protecting intellectual property, we are strengthening the competitiveness of Kenyan manufacturers and safeguarding the value of their innovations and brands."

He emphasized that the work of the Anti-Counterfeit Authority directly contributes to the growth of Kenya's manufacturing ecosystem by creating a fair and predictable business environment where genuine enterprises can thrive.

Dr. King'a further noted that protecting legitimate businesses from illicit trade goes beyond enforcement operations. It is also about fostering confidence among investors, encouraging innovation, and supporting the expansion of high-quality products under the "Made in Kenya" brand in both domestic and international markets.

The two-day conference, organized in collaboration with the Kenya Association of Manufacturers, provided a platform for stakeholders across Kenya's manufacturing value chain to discuss policies, partnerships, and strategies that can accelerate industrialization and strengthen the country's economic resilience.

Through its participation in the conference, the Anti-Counterfeit Authority reaffirmed its commitment to supporting Kenya's industrial agenda by safeguarding intellectual property rights, protecting manufacturers from unfair competition, and promoting a market environment that rewards innovation and quality production.

PROCEDURE DURING INSPECTIONS, SEARCH AND SEIZURE BY INSPECTORS APPOINTED UNDER SECTION 22(1) OF THE ANTI-COUNTERFEIT ACT 2008

BASIC ROLES OF INSPECTOR

Expected Actions	Brief Description
1. Identification & Introduction	<ul style="list-style-type: none"> The investigating officer(I.O) and other ACA inspector(s) will identify themselves to their owner of the premises or their representatives using their Certificates of Authority. A proper introduction of the rest of the team accompanying ACA inspectors is also done The I.O will then inform the person responsible the reason for their visit. The owner or representative will also be requested to properly themselves
2. Inspection/search	<ul style="list-style-type: none"> The team will be guided by the I.O to; Inspect/search the premises for suspected counterfeit goods or any acts of counterfeiting Take necessary steps to terminate the manufacturer, production, making or dealing in counterfeit goods to prevent its future recurrence.
3. Seizure of suspected counterfeit goods	<ul style="list-style-type: none"> The I.O prepares an inventory of any goods, tools and equipment suspected to facilitate the trade in counterfeit goods which is witnessed by the owner or his representative among other persons by the I.O. The goods, tools and equipment are then either declared seized in situ or removed for storage at a counterfeit depot as shall be determined by the I.O to allow further investigations.
4. Arrest of suspect(s)	<ul style="list-style-type: none"> Where any person is to arrested, they are informed the reasons for their arrest and their rights observed.
5. Action after seizure	<p>Further investigations which include;</p> <ul style="list-style-type: none"> Sampling and testing of seized products as applicable Registration of case in court or initiation of ADR within 90days or, Return of goods to owner if found not to be counterfeit

RESPONSIBILITY OF THE BUSINESS OWNER / REPRESENTATIVE

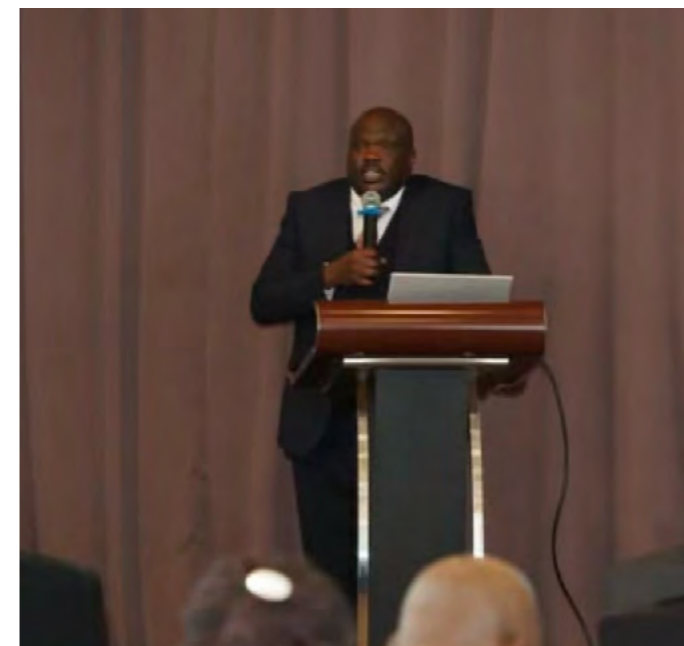
Expected Actions	Brief Description
1. Identification	<ul style="list-style-type: none"> Properly identify themselves using their national Ids or passport upon request by the I.O and avail copies of the same to the I.O
2. Compliance with any requirement properly made to him by an inspector;	<p>Further investigations which include:</p> <ul style="list-style-type: none"> Providing access to all areas required to be inspected Availing books, documents or objects which may be relevant to the investigations Rendering assistance and giving accurate information relevant to investigations Recording a statement in relation to the investigation Signing the inventory and any other document as required

Contact us: Toll line - 0800 211237, Tel Nos; 020 228 000/ 0717 430 640 / 0733 951 375
Email: info@aca.go.ke / Website: www.aca.go.ke / Facebook: ACAKenya / Twitter: ACAKenya

ACA-Combating counterfeiting for the health, safety and prosperity of Kenyans!

CORPORATE NEWS

WIPO and Kenya Lead Regional Effort to Combat Counterfeiting Across Africa



The Executive Director of ACA giving his opening remarks at the Seminar



His Excellency Mr. Matsuura Hiroshi, Ambassador of Japan to Kenya,

Kenya is strengthening regional cooperation in the fight against counterfeiting through a sub-regional seminar on intellectual property enforcement that has brought together enforcement officials from across Africa to share knowledge, build capacity, and strengthen cross-border collaboration.

The three-day seminar, held in Nairobi, is being hosted by the Anti-Counterfeit Authority in partnership with the World Intellectual Property Organization and with support from the Japan Patent Office. The forum has convened law enforcement officers, prosecutors, customs officials, and intellectual property administrators from Ghana, Uganda, Nigeria, Ethiopia, Zimbabwe, and Kenya.

The seminar provided a platform for participants to exchange experiences, strengthen enforcement strategies, and enhance coordination in addressing the growing challenge of counterfeit and illicit goods across the continent.

Opening the seminar, ACA Chief Executive Officer Dr. Robi M. King'a, PhD, welcomed participants and

emphasized that combating counterfeit trade requires collective action among countries and institutions.

"The fight against counterfeiting transcends borders. No single agency or country can win this battle alone," he said. "Kenya's enforcement model, anchored in the Anti-Counterfeit Act and supported by a strong multi-agency framework, continues to guide our efforts in protecting innovation, safeguarding consumers, and promoting fair markets."

Dr. King'a noted that collaboration among enforcement agencies, policymakers, and the private sector is essential in responding effectively to the evolving nature of intellectual property crime, particularly in an increasingly digital and interconnected global economy.

Delivering remarks virtually, Mr. Edward Kwakwa, Assistant Director General of the Global Challenges and Partnerships Sector at WIPO, commended Kenya and the Anti-Counterfeit Authority for hosting the seminar and reaffirmed WIPO's commitment to supporting African countries in strengthening IP enforcement systems.

"Effective IP enforcement is essential for maintaining



Group Photo of the participants

fair markets, protecting consumers, and rewarding innovation,” Mr. Kwakwa said. “WIPO remains committed to supporting African governments through capacity building, knowledge sharing, and digital tools that help enforcement agencies respond to emerging forms of intellectual property crime.”

Also addressing the participants, His Excellency Mr. Matsuura Hiroshi, Ambassador of Japan to Kenya, highlighted Japan’s continued support for initiatives that strengthen intellectual property protection and enforcement across Africa.

“Japan believes that innovation thrives in environments where creativity and intellectual effort are respected and protected,” Ambassador Matsuura said. “Our support through the Japan Patent Office reflects our commitment to building strong intellectual property systems that promote industrial growth, fair trade, and sustainable development.”

Throughout the seminar, participants are engaging in presentations and discussions led by experts from WIPO, the World Customs Organization, and national enforcement agencies. Topics being explored include border enforcement strategies, emerging trends in online intellectual property crime, evidentiary standards

in prosecution, and strengthening inter-agency collaboration in the fight against counterfeiting.

The program also includes a practical product identification training session led by private sector rights holders and intellectual property practitioners, allowing participants to gain hands-on experience in identifying genuine and counterfeit goods.

The seminar forms part of WIPO’s Building Respect for IP Program, supported by the Japan Patent Office, which aims to strengthen the capacity of enforcement officials across Africa to combat cross-border counterfeiting and piracy.

By hosting the regional forum, Kenya continues to demonstrate its leadership in promoting stronger intellectual property protection frameworks across the continent. Through collaboration, knowledge exchange, and coordinated enforcement, African countries are taking important steps toward protecting innovation, strengthening consumer protection, and ensuring fair and competitive markets.

**EDUCATION
AND PUBLIC
AWARENESS**

From Insight to Impact: Research Partnership Targets Consumer Demand for Counterfeit Goods



The Executive Director of ACA giving his opening remarks at the workshop



Dr. Saleem Alhabash (Michigan State University)

Understanding why people buy counterfeit products—and how those choices can be changed—was at the heart of a recent collaborative workshop that brought together researchers, policy makers, and enforcement agencies in Nairobi.

The Anti-Counterfeit Authority partnered with Michigan State University and United States International University–Africa to host a three-day workshop at EKA Hotel aimed at reviewing progress in a joint research project focused on curbing the demand for counterfeit goods in Kenya through consumer education.

The project, titled “Changing Public Attitudes and Behaviour of Buying Counterfeits through Evidence-Based Education and Awareness Raising Campaigns in Kenya,” is now 95 percent complete. The research seeks to better understand the motivations behind consumer purchases of counterfeit goods and translate those insights into targeted public awareness campaigns capable of influencing behavior.

For many participants, the workshop marked an

important shift in the conversation around counterfeit trade—from focusing solely on enforcement to examining the human factors that drive the market.

Opening the session, ACA Executive Director Dr. Robi Mbugua Njoroge noted that the fight against counterfeiting must go beyond seizures and prosecutions.

“Addressing counterfeit trade requires us to understand why consumers choose these products in the first place,” he said. “If we want to reduce the circulation of counterfeit goods, we must influence the attitudes and decisions that create the demand for them.”

The research is being led by Ms. Robi Koki Ochieng of USIU–Africa and Dr. Saleem Alhabash of Michigan State University, with support from the Alliance for African Partnership through the Partnership for Innovative Research in Africa (PIRA) grant program.

According to Dr. Alhabash, the collaboration demonstrates how academic research can be used to shape practical public policy and awareness strategies.

“When we ground communication campaigns in behavioural research, we are better positioned to inspire real change,” he noted. “This partnership shows how universities and public institutions can work together to transform research findings into actionable solutions.”

Participants reviewed key findings from the study, discussed how insights from consumer behaviour research can inform national awareness campaigns, and explored ways of translating the research into practical communication tools that can reach Kenyan consumers more effectively.

The initiative aligns with Kenya’s National Intellectual Property Policy and Strategy (NIPPS), which identifies consumer education and public awareness as critical pillars in addressing counterfeit trade. By strengthening understanding of how consumers make purchasing decisions, institutions can design more effective strategies that discourage the purchase of counterfeit goods.

For the Anti-Counterfeit Authority, the collaboration represents an important step toward integrating research into policy and communication efforts. Dr. Njoroge reaffirmed ACA’s commitment to working with

academic institutions and international partners to strengthen public education initiatives that encourage consumers to choose genuine products.

As the project moves toward completion, stakeholders emphasized that the next phase will focus on translating research insights into practical campaigns capable of shaping public attitudes and empowering consumers to reject counterfeit goods.

Through partnerships that combine research, policy, and public engagement, Kenya continues to strengthen its response to counterfeit trade—demonstrating that lasting change begins not only in enforcement operations, but also in informed consumer choices.



Group Photo of the participants

EDUCATION AND PUBLIC AWARENESS

Fight Against Counterfeit Agro-Inputs Highlighted at Agitech Grand Expo 2025



education and public awareness officers creating awareness to farmers and members of the public who attended the expo

Farmers, agribusiness stakeholders, innovators, and industry players gathered in Mutithi, Mwea, Kirinyaga County, for the 4th Edition of the Agitech Grand Expo 2025, a three-day event dedicated to advancing innovation and protecting the future of agriculture. Held from October 2–4 at Agitech Seedlings, the expo was guided by the theme “Safeguarding the Future of Agribusiness.”

The event provided an important platform for dialogue and collaboration among farmers, technology providers, agribusiness companies, and government institutions working to strengthen Kenya’s agricultural value chains.

During the expo, the Anti-Counterfeit Authority engaged farmers and agribusiness stakeholders on the growing threat posed by counterfeit and substandard agro-inputs. Fake seeds, fertilizers, pesticides, and agricultural chemicals continue to undermine farm productivity, reduce farmers’ incomes, and pose significant risks to national food security.

Through interactive engagements at the expo, ACA raised awareness on how farmers and traders can identify genuine agricultural inputs and avoid counterfeit products in the market. Participants were also encouraged to report suspected counterfeit goods to enable enforcement action and protect the integrity

of the agricultural sector.

The Authority emphasized the importance of protecting intellectual property and supporting genuine manufacturers and innovators who invest in developing high-quality agricultural solutions.

By participating in platforms such as the Agitech Grand Expo, ACA continues to strengthen collaboration with farmers, agribusinesses, and sector partners in safeguarding Kenya’s agricultural ecosystem. These engagements play a critical role in empowering stakeholders to protect their investments, enhance productivity, and contribute to a more secure and sustainable food system.

ENFORCEMENT

ACA Seizes Thousands of Counterfeit Food Preservatives in Mombasa.



Inspectors from the Anti-Counterfeit Authority have intercepted a large consignment of counterfeit food preservatives in Shimanzi, in what officials say is part of heightened enforcement efforts aimed at protecting consumers during the festive season.

The operation, carried out by the Anti-Counterfeit Authority (ACA), led to the seizure of 7,500 cartons of suspected counterfeit food preservatives from a warehouse in the coastal city. The goods, valued at millions of shillings, were intercepted before they could be distributed into the market at a time when food production and consumption typically increase.

According to ACA investigators, the products had been transshipped into the country before being repackaged locally under unsafe and unregulated conditions. The counterfeit preservatives were then falsely branded as PASHA yeast, a registered local trademark, in an attempt to disguise their origin and mislead buyers.

One suspect was arrested during the raid, while authorities have launched further investigations to trace the wider supply and distribution network behind the illegal operation.

Speaking after the seizure, ACA Coast Regional Manager Mr. Ibrahim Daar Bulle warned that counterfeit food ingredients pose serious risks to public health, particularly during the festive season when demand for baking and food processing ingredients increases.

“Products used in food preparation must meet strict safety and quality standards,” he said. “Counterfeit food preservatives can compromise food safety and expose

consumers to potentially harmful substances.”

ACA Executive Director Dr. Robi M. King’a also raised concerns over the growing circulation of counterfeit food-related products in the market, noting that such goods not only threaten public health but also undermine legitimate businesses operating within the food manufacturing sector.

“Ensuring that food ingredients circulating in the market meet regulatory standards is critical in protecting consumers and maintaining confidence in the food supply chain,” he said.

The seizure forms part of ACA’s ongoing Festive Season Anti-Counterfeit Enforcement Plan, which has intensified inspections at ports of entry, warehouses, and distribution hubs across the country.

Authorities have urged traders to source products only from licensed and verified suppliers, while members of the public are encouraged to report suspicious or unregulated food products to enforcement agencies.

Officials say the crackdown will continue as part of broader efforts to safeguard consumers and ensure that counterfeit goods do not infiltrate markets during the holiday period when demand for food products peaks.

ENFORCEMENT

Behind Closed Doors: ACA Raid in Kiamaiko Stops Counterfeit Alcohol Worth KSh 2.5 Million

In the narrow, busy streets of Kiamaiko, where small businesses and warehouses operate side by side, an unexpected discovery unfolded during a festive-season enforcement operation.

Acting on intelligence, officers from the Anti-Counterfeit Authority carried out a raid that led them to the basement of a six-storey building—an unlikely location that had been quietly operating as a distribution hub for counterfeit alcohol.

Inside, enforcement officers uncovered over 1,000 cartons of suspected counterfeit alcoholic drinks valued at approximately KSh 2.5 million. The stock, investigators say, was ready to be distributed across Nairobi, neighbouring counties, and upcountry markets just as the festive season demand for alcohol began to rise.

For the officers involved in the operation, the timing was critical. According to Nairobi Regional Manager Mr. Abdi Abikar, intercepting the goods before they reached the market likely prevented dangerous products from landing in the hands of unsuspecting consumers.

“These products were packaged with fake labels and lacked the mandatory safety markings required for genuine alcoholic beverages,” he explained. “If they had reached the market, they could have posed serious health risks to consumers.”

Counterfeit alcohol is widely associated with severe health complications, including methanol poisoning, blindness, and even death, making enforcement actions like this one crucial for public safety.

The raid resulted in the arrest of two suspects, who are

currently being processed for offences under the Anti-Counterfeit Act, 2008.

Speaking following the operation, ACA Executive Director Dr. Robi Mbugua King’a warned that counterfeit alcohol remains one of the most dangerous forms of illicit trade in the country.

“Counterfeit alcohol is not just an economic issue—it is a serious national safety threat,” he noted. “Too many lives have been affected by unsafe products that find their way into the market.”

Recent findings underscore the scale of the challenge. According to national consumer survey data, one in three Kenyans has unknowingly purchased counterfeit alcohol, while counterfeit trade across sectors is estimated to cost legitimate businesses over KSh 100 billion annually.

As Kenyans prepare for the festive season, authorities are urging the public to remain cautious. Consumers are advised to purchase alcoholic beverages only from licensed and reputable outlets and to report any suspicious products to enforcement agencies.

The Kiamaiko raid forms part of ACA’s Holiday Anti-Counterfeit Enforcement Campaign, which has intensified surveillance and enforcement operations across key trading hubs nationwide.

For the officers who carried out the operation, the seizure represents more than just another enforcement success—it is a reminder that behind every counterfeit product removed from the market is a consumer protected, a legitimate business supported, and a step taken toward safer markets for all.



ENFORCEMENT

Festive Season Raid in Gikomba Stops KSh 50 Million Worth of Counterfeit Apparel

As Nairobi prepared for the busy holiday shopping season, traders and shoppers in Gikomba Market were going about their usual business when enforcement officers from the Anti-Counterfeit Authority moved in on what would become one of the largest anti-counterfeit operations of the year.

Hidden among ordinary merchandise were 65,000 counterfeit socks and apparel, goods that investigators say were destined for the festive market rush. By the end of the operation, the items—valued at approximately KSh 50 million—had been seized and a Chinese national arrested in connection with the illegal trade.

For many traders operating legitimately in Gikomba, the raid came as a relief. Counterfeit clothing has long been a challenge in the market, undercutting honest vendors who struggle to compete with cheaper, low-quality imitations.

Investigations by ACA revealed that the goods had been transhipped through Uganda to disguise their origin before being brought into Kenya for distribution. According to Nairobi Regional Manager Mr. Abdi Abikar, the plan was to release the products during the holiday shopping period, when demand for clothing and accessories surges across the city.

The operation followed an intellectual property complaint filed by the international law firm Spoor & Fisher on behalf of several global brands whose trademarks had been illegally reproduced on the products.

During the raid, ACA officers worked closely with trademark agents to verify the authenticity of the items.



The inspection confirmed that the goods were counterfeit and of poor quality—products that could easily deceive unsuspecting consumers.

Beyond the economic damage to legitimate businesses, authorities say counterfeit goods often pose hidden risks to consumers.

Speaking after the seizure, ACA Executive Director Dr. Robi M. King'a, PhD, emphasized that counterfeiting has far-reaching consequences.

“Counterfeiting is not a victimless crime,” he said. “It affects jobs, weakens industries, and exposes consumers to products that do not meet safety or quality standards.”

The operation forms part of ACA’s Holiday Anti-Counterfeit Enforcement Campaign, which intensifies inspections and surveillance in major commercial centres during the festive season. Markets such as Gikomba, Kamukunji, Eastleigh, and the Nairobi Central Business District remain key focus areas due to the high volume of goods moving through these trading hubs.

For shoppers preparing for the holidays, the message from enforcement authorities is simple: choose genuine products and buy from trusted sources. For the traders who rely on honest business, the crackdown represents a step toward restoring fairness in one of Nairobi’s busiest markets.

As the festive season approaches, ACA says operations like the one in Gikomba will continue—aimed at protecting consumers, supporting legitimate businesses, and ensuring that the holiday market is not flooded with counterfeit goods.



ENFORCEMENT

Ruiru Liquor Raid Stops Counterfeit Alcohol Before It Reaches Festive Consumers



A routine festive-season enforcement operation in Ruiru has prevented hundreds of cartons of counterfeit alcohol from reaching unsuspecting consumers preparing for the holiday celebrations.

Officers from the Anti-Counterfeit Authority seized 250 cartons of suspected counterfeit alcoholic drinks valued at approximately KSh 1.2 million during an inspection of a liquor outlet in the town. The operation was led by Nairobi Regional Manager Mr. Abdi Abikar as part of intensified surveillance targeting counterfeit goods during the festive period.

Although the main suspect managed to escape arrest, the interception stopped the illicit products before they could be distributed to consumers during a time when demand for alcoholic beverages typically rises.

Initial examination of the seized products revealed several red flags. The bottles carried fake labels and unauthorized brand markings, and many lacked the mandatory safety features required for genuine alcoholic beverages sold in the Kenyan market.

Authorities warn that counterfeit alcohol is not just an economic crime—it can have serious consequences

for public health. Such products are often linked to methanol poisoning, blindness, and other life-threatening complications, placing unsuspecting consumers at risk.

According to Mr. Abikar, the operation highlights the importance of vigilance during the festive season.

“The festive period is often targeted by those dealing in counterfeit goods because of increased consumer demand,” he noted. “By intercepting these products early, we are protecting the public from potentially dangerous drinks and ensuring that legitimate businesses are not undermined.”

The seizure also reflects a broader challenge in Kenya’s consumer market. Findings from the 2023 National Consumer Survey indicate that one in three Kenyans has unknowingly purchased counterfeit alcohol, underscoring the scale of the problem and the importance of continued enforcement and public awareness.

Counterfeit trade continues to have far-reaching economic consequences, with estimates suggesting that businesses lose over KSh 100 billion annually due to the circulation of fake goods.

Following the seizure, investigations are ongoing to identify and dismantle the wider distribution network behind the counterfeit alcohol. Enforcement officers have also intensified monitoring and inspections across key areas including Nairobi, Kiambu County, Machakos County, and Thika.

The Anti-Counterfeit Authority has urged members of the public to remain vigilant and to purchase alcoholic beverages only from licensed and compliant outlets.

As Kenyans prepare to celebrate the holidays, authorities say enforcement operations will continue to ensure that celebrations remain safe and that counterfeit products are kept out of the market.

ENVIRONMENT

Planting Hope: ACA Joins Bungoma Community to Mark Mazingira Day 2025



environmental protection begins with small actions taken by individuals and communities.

Representatives from ACA joined in the effort, planting trees alongside local residents and reflecting on how environmental conservation connects to the Authority’s broader mission. While ACA is best known for its role in protecting markets from counterfeit goods, officials noted that sustainable development and responsible economic practices are closely intertwined with environmental stewardship.

Healthy ecosystems support agriculture, livelihoods, and industry. By protecting natural resources and promoting sustainable practices, institutions like ACA contribute to a future where economic growth does not come at the expense of the environment.

For the local community, the tree-planting initiative carried a message of hope. Each seedling planted symbolized a step toward restoring landscapes, improving air quality, and creating a healthier environment for future generations.

Through its participation in Mazingira Day, the Anti-Counterfeit Authority reaffirmed its commitment to supporting national efforts toward environmental sustainability. The Authority pledged to continue participating in initiatives that promote conservation, strengthen community awareness, and contribute to building a greener and more resilient Kenya.

As the day concluded, the newly planted trees stood as quiet reminders that protecting the environment is a shared responsibility—one that requires cooperation, commitment, and a vision for a better tomorrow.

Under the bright skies of Bungoma County, community members, government officials, and young volunteers gathered with a shared purpose—to plant trees and renew their commitment to protecting the environment. The occasion was Mazingira Day 2025, a national day dedicated to environmental conservation and sustainable development.

Among those participating was the Anti-Counterfeit Authority, which joined hundreds of residents and leaders in the county for the tree-planting exercise and environmental awareness activities. The event was led by Dr. Juma Mukhwana, Permanent Secretary in the State Department for Industry, who emphasized the importance of collective action in restoring Kenya’s natural environment.

From early morning, the atmosphere was filled with energy as participants worked side by side—digging holes, planting seedlings, and watering young trees that will one day grow into part of Kenya’s expanding green cover. For many in attendance, the event was more than just a ceremonial activity; it was a reminder that

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