



anti  
counterfeit  
authority  
Upholding Authenticity

# ANTI-COUNTERFEIT NEWSLETTER

16TH EDITION  
JAN-MARCH 2025



Enforcement

## Counterfeit Fertilizers seized in the Rift Valley

### Enforcement

ACA cracks down on counterfeit agrochemicals

### Public Awareness

Emerging Trends in Anti-Counterfeiting

### Corporate News

Anti-counterfeit Authority leadership paid courtesy call to CS Lee Kinyanjui

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## Dr. Robi Mbugua Njoroge Executive Director



**A**s we unveil the 16th edition of the Anti-Counterfeit Newsletter, I am proud to present the strides made by the Authority in our unrelenting mission to secure Kenya's markets and protect our people from the grave dangers posed by counterfeit goods.

The first quarter of 2025 has seen a resolute execution of enforcement, strategic partnerships, and the bold integration of technology in intellectual property protection. Through intelligence-led operations, we seized counterfeit agrochemicals, fertilizers, mobile accessories, detergents, and automotive parts valued at millions of shillings — goods that not only threatened public safety and economic stability but also undermined genuine enterprise.

Notably, the unveiling of the AI-powered Bleep App in collaboration with Uganda's Anti-Counterfeit Network (ACN) marked a paradigm shift in consumer empowerment and regional cooperation. The deployment of traceable authentication tools reaffirms our resolve to outpace counterfeiters through innovation and partnerships.

Our engagements with key actors, from the Office of the Director of Public Prosecutions to the Kenya Agricultural and Livestock Research Or-

ganization (KALRO) and the private sector, reinforce our multi-agency approach to enforcement and awareness. These synergies are essential if we are to insulate consumers, protect legitimate businesses, and deter counterfeiting at all levels.

I extend my sincere appreciation to all our stakeholders — law enforcement agencies, the judiciary, regulators, brand owners, consumers, and

*“Counterfeiting and Illicit trade thrives in silence; our mission is to interrupt it with vigilance, enforcement, and innovation. This edition captures the pulse of our mission.”*

partners to sustain the momentum. The stakes are simply too high for complacency. Counterfeitors are evolving — and so must we. Let us remain vigilant, informed, and united in our mission.

This is about more than just protecting products; it is about safeguarding the lives, livelihoods, and aspirations that depend on authenticity and trust in the marketplace.

Let us commit to making 2025 a year of intensified action, bold innovation, and shared accountability in the fight against counterfeiting.

*(Dr. Robi Mbugua Njoroge, PhD is the Executive Director at the Anti-Counterfeit Authority).*

the media — who continue to walk this path with us. Your commitment remains the backbone of our collective progress.

As we move forward, I urge all

# Editorial Comment

**Tom Muteti**  
**Editor**



**T**he truth about counterfeiting is this: it is not simply a law enforcement issue. It is a public health emergency, a trade distortion mechanism, a consumer rights violation, and, increasingly, a technology competition race.

What this edition lays bare — across Mombasa's ports, Nairobi's markets, and the heartland of Rift Valley's farms — is the tenacity of an illicit economy driven by deception. But it also tells a more hopeful story: that of an institution adapting, innovating, and responding with unflinching resolve.

From the Bleep App's revolutionary AI authentication tools to our frontline enforcement officers dismantling counterfeit agro-input rackets, we are seeing the Anti-Counterfeit Authority shift gear — from reactive to predictive, from isolated raids to intelligence-led coordination, from public lectures to immersive farmer education at expos.

Yet even with our wins — seizures, prosecutions, and technological breakthroughs, one thing remains clear: public cooperation is our greatest weapon. No authentication gadget, no enforcement operation, no inter-agency agreement can replace the vigilance of a well-informed citizen.

As the pages that follow reveal, the fight against counterfeiting is being waged on every front. And with every successful operation and every enlightened consumer, we inch closer to a market defined not by fraud, but by fairness.

As you read through the pages of this 16th edition, we welcome your thoughts, experiences, and suggestions. Write to us, call us, tag us —

aca.go.ke or through our social media handles @ACA\_Kenya.

Let's keep the conversation going — because counterfeiting is evolving, and so must the response.

*(Mr. Tom Muteti, is the Principal Public Communications Officer at the Anti-Counterfeit Authority).*

*“From the Bleep App's revolutionary AI authentication tools to our frontline enforcement officers dismantling counterfeit agro-input rackets, we are seeing the Anti-Counterfeit Authority shift gear — from reactive to predictive, from isolated raids to intelligence-led coordination, from public lectures to immersive farmer education at expos”*

this newsletter is yours as much as it is ours. Share feedback with our editorial team via communication@

# ANTI-COUNTERFEIT AUTHORITY LEADERSHIP PAID COURTESY CALL TO CS LEE KINYANJUI



*From left ACA Executive Director Dr. Robi Mbugua, Hon. Lee Kinyanjui Cabinet Secretary Ministry of investments, trade, and industry, Chairman of the Board of Directors Hon. Josphat Kabeabea poses for a photo during a courtesy call.*

The Chairman of the Anti-Counterfeit Authority (ACA), Hon. Josphat Kabeabea, along with the Executive Director, Dr. Robi Mbugua Njoroge, paid their maiden courtesy call to the Cabinet Secretary for the Ministry of Investments, Trade, and Industry (MITI), Hon. Lee Kinyanjui.

During the meeting, Hon. Kabeabea reaffirmed ACA's commitment to protecting Kenya's market from counterfeit goods, which had posed significant risks to businesses and consumers. Dr. Njoroge emphasized the Authority's leadership in multi-agency

collaboration and capacity building, which had enhanced its efficiency in combating counterfeiting.

In response, CS Kinyanjui expressed the Ministry's full support for ACA's initiatives. He recognized the crucial role the Authority had played in safeguarding local industries and ensuring a fair trading environment. He also reiterated the government's commitment to strengthening enforcement and policy measures to foster a conducive business climate.



# ACA AND OFFICE OF THE DIRECTOR OF PUBLIC PROSECUTIONS STRENGTHENED COLLABORATION TO ENHANCE PROSECUTION OF COUNTERFEIT CASES.



*Teams from The Anti-Counterfeit Authority (ACA) and the Office of the Director of Public Prosecutions at the meeting .*

**T**he Anti-Counterfeit Authority (ACA) and the Office of the Director of Public Prosecutions (ODPP) strengthened their collaboration in the prosecution of counterfeiting crimes in Kenya. This partnership was confirmed during a meeting between officials from ACA and ODPP.

Dr. Robi Mbugua Njoroge, ACA's Executive Director, stated that the successful prosecution of intellectual property crimes required close collaboration between investigatory

agencies and the prosecution arm of the government. He emphasized that strengthening the partnership with the ODPP would improve the handling of IP cases and act as a deterrent to counterfeit trade.

Mr. Renson M. Ingonga, OGW, the Director of Public Prosecutions, noted that counterfeiting was not just an economic crime but also posed a serious risk to public health, consumer safety, and business growth. He added that the collaboration with ACA would strengthen Kenya's efforts to secure more robust legal action against offenders.

The engagement, themed "Enhancing Partnerships and Collaboration," aimed to streamline the prosecution of IP-related cases, build capacity for officers in the criminal justice system, leverage research for data-driven

enforcement, and intensify public education on counterfeiting.

As the constitutionally mandated office for public prosecution, ODPP played a key role in ensuring that counterfeit-related offenses were prosecuted effectively. ACA led government efforts to combat counterfeit trade through enforcement, public awareness, research, and policy development.

Key discussions focused on improving coordination between investigatory officers and prosecutors to ensure the seamless prosecution of IP cases. Both institutions recognized the need for joint training programs to enhance the legal and investigative skills of officers handling IP crimes.

Additionally, ACA and ODPP committed to developing a structured roadmap to implement these



From left Mr. Renson M. Ingonga.OGW, the Director of Public Prosecution, ACA Executive Director Dr. Robi Mbugua

collaborative initiatives, ensuring a more coordinated and effective approach to prosecuting IP-related offenses in Kenya. rights were upheld and counterfeit-related crimes were decisively dealt with to safeguard public health, safety, and economic integrity.

The renewed partnership was expected to increase the number of successful convictions, protect both local and international brands, and enhance Kenya's reputation as a safe and secure business environment.

ACA and ODPP reaffirmed their unwavering commitment to ensuring that intellectual property

**ACCIDENTS  
AREN'T PLANNED,  
SAFETY IS.**

Counterfeit car parts, oils, and accessories can put your life at risk. Stay vigilant by:

- Buying only from trusted dealers.
- Checking for safety certifications and proper branding.
- Avoiding deals that seem too good to be true.

**IF YOU COME ACROSS SUSPECTED COUNTERFEIT GOODS, REPORT IT TO THE  
ANTI-COUNTERFEIT AUTHORITY IMMEDIATELY ON [INFO@ACA.GO.KE](mailto:INFO@ACA.GO.KE)**

## CORPORATE NEWS

The Anti-Counterfeit Authority (ACA) Kenya, in collaboration with the Anti-Counterfeit Network (ACN) Uganda, launched the Bleep App, an AI-driven authentication tool designed to combat counterfeit trade in East Africa. Powered by Cypheme's advanced AI technology, the app provided real-time product verification, allowing consumers, enforcement agencies, and businesses to authenticate goods instantly and report counterfeit products.

ACA's Executive Director, Dr. Robi Mbugua Njoroge, praised the app as a significant achievement in the fight against illicit trade, highlighting its role in improving enforcement, consumer protection, and market surveillance. ACN Chairman Fred Muwema emphasized the importance of regional collaboration, stating, "Counterfeit trade is borderless. This app represented the future of enforcement—technology-led, intelligence-driven, and consumer-empowered."

Counterfeit goods

## CUTTING-EDGE BLEEP APP LAUNCHED TO COMBAT COUNTERFEIT TRADE IN EAST AFRICA.



remained a major threat to the East African economy, with Kenya losing over KSh 100 billion annually due to illicit trade. The Bleep App built on Kenya's ongoing intellectual property (IP) protection efforts by integrating AI, blockchain, and big data

to disrupt counterfeit networks.

ACA and ACN urged businesses, consumers, and policymakers to adopt the technology, calling for stronger brand protection, public awareness, and regional enforcement measures

to combat counterfeiting effectively.

With the launch of the Bleep App, East Africa took a significant step towards a counterfeit-free future.



From left ACA Executive Dr. Robi Mbugua, ACN Chairman Fred Muwema with other members staff during the launch of Bleep App at ACA HQ.



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

**BASIC ROLES OF INSPECTOR**

<b>Expected Actions</b>		<b>Brief Description</b>
1.	<b>Identification &amp; Introduction</b>	<ul style="list-style-type: none"><li>The investigating officer(I.O) and other ACA inspector(s) will identify themselves to the 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</li><li>The I.O will then inform the person responsible the reason for their visit.</li><li>The owner or representative will also be requested to properly themselves</li></ul>
2.	<b>Inspection/search</b>	<ul style="list-style-type: none"><li>The team will be guided by the I.O to; Inspect/search the premises for suspected counterfeit goods or any acts of counterfeiting</li><li>Take necessary steps to terminate the manufacturer, production, making or dealing in counterfeit goods to prevent its future recurrence.</li></ul>
3.	<b>Seizure of suspected counterfeit goods</b>	<ul style="list-style-type: none"><li>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.</li><li>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.</li></ul>
4.	<b>Arrest of suspect(s)</b>	<ul style="list-style-type: none"><li>Where any person is to arrested, they are informed the reasons for their arrest and their rights observed.</li></ul>
5.	<b>Action after seizure</b>	<p>Further investigations which include;</p> <ul style="list-style-type: none"><li>Sampling and testing of seized products as applicable</li><li>Registration of case in court or initiation of ADR within 90days or,</li><li>Return of goods to owner if found not to be counterfeit</li></ul>

**RESPONSIBILITY OF THE BUSINESS OWNER / REPRESENTATIVE**

<b>Expected Actions</b>		<b>Brief Description</b>
1.	<b>Identification</b>	<ul style="list-style-type: none"><li>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</li></ul>
2.	<b>Compliance with any requirement properly made to him by an inspector;</b>	<p>Further investigations which include:</p> <ul style="list-style-type: none"><li>Providing access to all areas required to be inspected</li><li>Availing books, documents or objects which may be relevant to the investigations</li><li>Rendering assistance and giving accurate information relevant to investigations</li><li>Recording a statement in relation to the investigation</li><li>Signing the inventory and any other document as required</li></ul>

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

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

## ENFORCEMENT

# ACA CRACKED DOWN ON COUNTERFEIT AGROCHEMICALS WORTH KES 3.4 MILLION.

Inspectors from ACA arrested a suspect for possessing counterfeit agricultural products valued at approximately KES 3,400,000. This operation was part of ACA's intensified efforts to combat counterfeit trade and protect consumers and legitimate businesses from counterfeit goods.

The suspect, Mr. Samuel Kibe Gatitu, was found with a large quantity of counterfeit agrochemicals, including thousands of product units, empty containers, caps, and packaging materials. He was taken into custody and booked at Kitengela Police Station for further processing. Investigations were ongoing to dismantle the illicit supply chain connected to these counterfeit agricultural inputs.

ACA's Director of Enforcement, Mr. Osman Yusuf, issued a public alert regarding the rising cases of counterfeit agrochemicals and their harmful effects on consumers and agricultural productivity. He emphasized that counterfeit farm inputs posed a severe threat to farmers and food security by reducing crop yields and compromising the safety of agricultural produce. He urged farmers to purchase their inputs from certified dealers to protect their investments and ensure food safety.

The spread of counterfeit pesticides



*Seized counterfeit Agrochemicals worth kshs.3.4 million during enforcement operation.*

and agrochemicals posed significant risks to farmers, consumers, and the environment. These fraudulent products often contained harmful substances that could degrade crop quality, lower agricultural yields, and endanger human and

animal health. Furthermore, counterfeit goods undermined the efforts of legitimate manufacturers who invested heavily in research and innovation to develop safe and effective agricultural solutions.

Mr. Osman Yusuf

stressed that ACA remained committed to its enforcement initiatives to eliminate counterfeiting in Kenya. He urged the public, particularly farmers and agrochemical distributors, to verify the authenticity of agricultural products before purchasing. He also encouraged consumers to report suspicious products or activities to ACA to support the ongoing fight against counterfeiting.

The raid was prompted by multiple complaints from farmers during the planting season when dishonest traders often took advantage of unsuspecting farmers to sell counterfeit agro-inputs.



## ENFORCEMENT

# ANTI-COUNTERFEIT AUTHORITY SEIZED 190,000 COUNTERFEIT FERTILIZER PACKAGING BAGS IN NAIROBI RAID

The Anti-Counterfeit Authority (ACA), in collaboration with other government agencies, conducted a raid in Nairobi's Kariokor area, leading to the seizure of approximately 190,000 counterfeit fertilizer packaging bags. This operation followed complaints from legitimate fertilizer manufacturers and trademark owners regarding the spread of fake agricultural inputs.

Mr. Abid Abikar, ACA's Regional Manager for Nairobi, confirmed that the empty counterfeit bags, each with a 50kg capacity, were found at the illegal facility, ready to be filled and distributed. He stated that the seizure underscored ACA's commitment to protecting farmers from fraudulent agricultural inputs, which compromised food security and undermined trust in the market.

Authorities were investigating a suspected ringleader of the syndicate, with legal proceedings expected to follow. The raid marked a significant milestone in ACA's ongoing efforts to combat counterfeiting and protect Kenya's agricultural sector.

A representative from the trademark-owning company, who chose to remain anonymous,

expressed appreciation for the government's intervention. They stated, "Counterfeit products erode farmer trust and damage the credibility of genuine brands. We remain committed to offering the best products in the market and appreciate the government's support in eradicating these illegal activities."

ACA urged all stakeholders, including farmers, distributors, and consumers, to remain vigilant and report any suspicious activities related to counterfeit agricultural products. Counterfeiting not only affected productivity and livelihoods but also posed a serious threat to national food security.



Seized 190,000 counterfeit fertilizer packaging bags in Kariokor area, Nairobi during enforcement operation.



## ENFORCEMENT

## ACA SEIZED KSH.2 MILLION WORTH OF COUNTERFEIT DETERGENTS IN EASTLEIGH CRACKDOWN.

The Anti-Counterfeit Authority (ACA) intensified its enforcement operations with a successful raid in Eastleigh, Nairobi, leading to the seizure of counterfeit soap detergents worth Ksh 2 million. The illicit goods, falsely branded to imitate reputable products, were found to be substandard and posed a serious threat to consumer health and safety.

ACA's Nairobi Regional Manager, Mr. Abdi Abikar, affirmed the Authority's firm stance against counterfeiting, stating, "The sale and distribution of counterfeit products not only violated intellectual property rights but also endangered public health and undermined legitimate businesses. This seizure was a clear message that ACA would not tolerate illicit trade. The suspect behind this



operation was apprehended and was expected to face prosecution in accordance with the law."

Counterfeit detergents and cosmetics often contained harmful, unregulated chemicals that could cause severe skin reactions, respiratory complications, and other long-term health risks. Moreover, the influx of such illegal products undercut

local manufacturers, jeopardizing economic growth and employment.

ACA urged consumers to remain vigilant by purchasing goods from authorized distributors and reporting suspected counterfeits. The Authority remained relentless in its crackdown on counterfeit trade and was determined to take decisive legal action against all offenders.



*Seized counterfeit detergents worth Kshs 2 million in Eastleigh, Nairobi during enforcement crackdown.*

# COUNTERFEIT MOBILE PHONE ACCESSORIES WORTH KSH 4 MILLION SEIZED IN MOMBASA PORT.

Inspectors from the Anti-Counterfeit Authority (ACA) intercepted a shipment of counterfeit mobile phone accessories at the port of Mombasa, seizing over 3,000 items valued at Ksh 4 million. The seized items included counterfeit packaging materials, labels, cartons of fake spare parts, and accessories branded under leading mobile phone trademarks.

Normally, mobile phone accessories were not imported separately from their devices. However, this irregular practice often served as a method for repackaging and relabeling, allowing unscrupulous traders to bypass customs regulations and avoid detection by border officers. This tactic helped counterfeit goods to be disguised



*Seized Counterfeit Mobile Phone Accessories Worth Kshs 4 Million at Mombasa Port during recordation operation.*

and passed off as genuine once they reached the local market.

ACA's Coast Regional Manager, Mr. Ibrahim Bulle, confirmed that the goods, which originated from China, had been flagged using an advanced risk profiling system before arriving at the port. He stated, "We verified the suspected counterfeit products

and seized them. We also summoned two suspects linked to the consignments, who would be processed for charges related to dealing in counterfeit goods."

The seizure was made possible through the ACA's use of modern technology, specifically the Intellectual Property Rights (IPR) Recordation and Import Licensing System. This system enabled real-time screening of shipments against recorded trademarks, allowing early detection and interception of suspected counterfeit goods before they entered the market.

The Authority reaffirmed its commitment to continuing to enforce the law, combat counterfeit trade, and protect consumers and legitimate businesses by ensuring that only genuine products reached the market.



ENFORCE-  
MENT NEWS

## COUNTERFEIT FERTILIZERS WORTH KSH 23 MILLION SEIZED IN MOLO, NAKURU COUNTY

The Anti-Counterfeit Authority (ACA), in partnership with the National Police Service and other enforcement agencies, has intercepted 233 bags of counterfeit fertilizer worth Ksh 23 million in Molo, Nakuru County. Two suspects have been arrested and are facing prosecution under the Anti-Counterfeit Act, 2008.

Speaking at a media briefing in Eldoret, ACA Executive Director, Dr. Robi Mbugua Njoroge, underscored the threat of counterfeit agricultural inputs to Kenya's food security and economic stability. He urged farmers to remain vigilant, as fake fertilizers degrade soil quality, reduce yields, and cause financial losses.

Speaking at the event, the Aca Kenya Chair of the Audit Board Committee Ms. Neddy Jeruto Kiptoo singled out that counterfeit agro-inputs remain a major issue in Rift Valley, Nairobi, and Coastal regions, where



ACA Board Member Hon Neddy Jeruto addressing the media.

farmers are particularly vulnerable.

### ACA's Call to Action for Farmers and the Public:

- Verify before you buy. Ensure you purchase from trusted suppliers and check for certification marks.
- Report suspicious products. Call 0717 430 640, visit ACA offices (Kiptagich Building, 3rd Floor), or report via @ACA Kenya on social media.
- Stay informed. Participate in ACA's awareness programs and consumer education campaigns.
- Support enforcement efforts. Collaborate in the fight against counterfeit agro-inputs.

This latest operation follows an earlier raid in Kariokor, Nairobi, where over 19,000 counterfeit

fertilizer bags were seized, disrupting illegal repackaging schemes.

From 2020 to 2025, ACA has confiscated counterfeit fertilizers worth Ksh 7.4 million and fake agrochemicals valued at Ksh 39.7 million, significantly crippling counterfeit supply chains.

Hon. Jedy assured Rift valley farmers that the Authority will continue to work with regional and international partners, including the East African Community (EAC), to curb the entry of counterfeit agricultural products into Kenya. ACA appreciates the continued support of law enforcement agencies, regulatory bodies, and agricultural stakeholders. The media also plays a vital role in exposing counterfeit operations and educating farmers. ACA remains steadfast in protecting farmers and securing Kenya's agricultural sector through intensified enforcement, public awareness, and collaboration.



## ENFORCEMENT NEWS

# ACA SEIZED KSHS 937,500 WORTH OF COUNTERFEIT MOTOR VEHICLE BRAKE PADS IN BABA DOGO, NAIROBI.



Seized Counterfeit Motor Vehicle Brake Pads Worth Kshs 937,500 during enforcement operation at Baba Dogo, Nairobi.

The Anti-Counterfeiting Authority (ACA) inspectors, acting on a public tip-off, conducted an enforcement operation at Impala Downtown HQ Ltd in Baba Dogo, Nairobi, where they seized over 500 counterfeit brake pads valued at Kshs 937,500. The products were falsely branded to imitate a leading trademark in the motor vehicle industry.

Leading the operation,

ACA Inspector Mr. Omedo Mark emphasized the serious risks posed by counterfeit automotive parts. He stated, "The sale and distribution of these counterfeit products not only endangered public safety but also undermined legitimate trade and infringed on intellectual property rights."

The counterfeit brake pads, sold at lower prices than genuine ones, posed a significant risk to unsuspecting consumers.

However, the perceived cost savings came at a dangerous cost. Mr. Mark added, "Counterfeit brake pads were not only unsafe but could lead to severe accidents and fatalities due to their substandard quality."

The ACA worked in collaboration with other regulatory bodies and industry stakeholders to trace the origin of the counterfeit products and prevent their circulation in the market. The Authority also intensified

consumer awareness campaigns to educate the public on the importance of purchasing automotive parts from authorized dealers.

Mr. Omedo urged consumers to remain vigilant, buy from authorized distributors, and report any suspected counterfeiting cases to the ACA.

## TRAINING

**PORT OFFICIALS TRAINED ON PRODUCT AUTHENTICATION TO COMBAT COUNTERFEITS IN EAST AFRICA**

Over 50 enforcement officers from key regulatory agencies in Kenya and East Africa participated in a two-day training session held on March 11-12, 2025, in Mombasa to combat counterfeit STIHL

*Director of Enforcement Mr Osman Yusuf taking participants through the training*



power saw machines and accessories. The training, organized by Olith Afrique Limited and the Anti-Counterfeit Authority (ACA), included officials from the Kenya Revenue Authority, Directorate of Criminal Investigations, Kenya Bureau of Standards (KEBS), and ACA, as well as customs officers from regional countries like Tanzania, Uganda, Rwanda, Burundi, South Sudan, and

the Democratic Republic of Congo.

The session focused on equipping officers with the skills to authenticate STIHL products and detect counterfeits. Ms. Lucia Ayanda from Andrea Stihl AG & Co. led the training, providing valuable insights into genuine product features and counterfeit detection methods. The ACA emphasized the importance of continuous

training and collaboration to address the growing issue of counterfeit trade, which undermined public safety, tax revenue, and industrial growth.

This initiative aligned with ongoing efforts to enhance regional cooperation in tackling illicit trade, especially at the Port of Mombasa, East Africa's largest import gateway. The goal was to boost enforcement

capabilities, leading to higher counterfeit product seizures and protecting consumers and legitimate businesses across the region.



*enforcement officers from key regulatory agencies*

PUBLIC  
AWARENESS

# 4TH ANNUAL KILIMO BIASHARA EXPO

## FOCUSED ON ADVANCING AGRIBUSINESS

### GROWTH AND INNOVATION



From L-R Team from education and public awareness department led by Deputy Director Education and Public awareness Ms Agnes Karingu, Frida Kendi, Linda Oloo

The event was led by Dr. Thuo Mathenge, Chairman of KALRO, and Dr. Eliud Kireger, Director General of KALRO, who emphasized the role of research and innovation in advancing agriculture.

Hon. Edward Muriu, MP for Gatanga Constituency, stressed the importance of supporting farmers and agripreneurs

to drive agribusiness exhibitions, workshops, growth. Agnes Karingu, and networking Deputy Director of Public Awareness at the Anti-Counterfeit Authority (ACA), highlighted the dangers of counterfeit agricultural products and the need for educating farmers to protect their investments and ensure food security.

The expo offered



The 4th Annual Kilimo Biashara Expo, held on 13-14 March 2025 at KALRO Seeds Headquarters, brought together industry experts, policymakers, and stakeholders to discuss strategies for agribusiness growth, innovation, and sustainability.

## LEGAL NEWS



*Jully Adhiambo*  
Principal Legal Officer

**A**s time goes by, counterfeiters are becoming more and more sophisticated in uncovering means of engaging in counterfeiting with little to no detection. As such, legal frameworks around the world continue to adapt with the evolution of counterfeiting, so as to adequately tackle counterfeiting threats, enhance enforcement and increase corporate accountability. Some of the legal trends in anti-counterfeiting adopted world over include:

### 1. E-commerce Regulation

With the increasing trade of counterfeit goods on e-commerce platforms, regulations are changing towards holding online market places accountable for the counterfeit goods sold on their platforms.

The European Union through the EU Digital Services Act requires

# EMERGING TRENDS IN ANTI-COUNTERFEITING



platforms like Amazon, Shein and Temu to verify sellers and remove any counterfeit products from their marketplace. They are also required to have mitigation measures that address risks posed by counterfeit goods. These platforms also have an obligation to provide customs with information on imported goods for better tracking of the shipment and inspection of imported goods. The strict compliance requirements are aimed at protecting consumers from the health and safety risks posed by counterfeit products.

### 2. Use of Technology in Enforcement

Blockchain-based authentication is being explored to track genuine

goods and prevent counterfeit infiltration in supply chains. Further, AI-powered monitoring tools help authorities and brands to detect counterfeit sales online and take legal action faster.

The ACA (Anti-Counterfeit Authority) has embraced this emerging trend. On 7th March 2025, ACA and Uganda's ACN (Anti-Counterfeit Network) launched an evolutionary anti-counterfeit product solution known as "BLEEP", aimed at transforming enforcement, consumer protection and market surveillance to tackle cross-border counterfeiting. The product has deep trace AI technology stickers,

with 6 layers of ink spread making it similar to a thumbprint. A consumer can scan this sticker to confirm whether the product is genuine. Further, the stickers have geotagging abilities and each time a photo of the sticker is taken, information is sent that someone is trying to duplicate it. The sticker is also self-destructible, hence cannot be reused on a counterfeit good.

### 3. Cross-Border Enforcement Cooperation

Counterfeiting is a global issue, leading to increased cooperation between countries through agreements like ACTA (Anti-Counterfeiting Trade

Agreement) and regional enforcement frameworks. Section 5 (d) of the Anti-Counterfeit Act, Cap 510 of the Laws of Kenya, empowers ACA to coordinate with national, regional or international organizations involved in combating counterfeiting. This is a provision and an emerging trend that ACA has effected and embraced, having signed an MOU with ACN, to strengthen strategic collaborations on cross border enforcement of IP rights infringement in the East African region.

#### 4. Consumer Protection Awareness

Governments and IPR (intellectual property rights) owners are focusing on public awareness campaigns to educate consumers on

the risk of counterfeit goods. Consumers play an important role in combating counterfeiting as follows:

They influence the supply of counterfeit goods. If there is no demand for these goods, then the counterfeit trade will not thrive as there will be no market for counterfeited goods.

Enlightened consumers participate in verifying the authenticity of goods sold to them by cross checking the security features and scanning the QR codes.

They report suspected counterfeit products or activities to IPR owners and anti-counterfeiting agencies.

Educated consumers create awareness to other consumers and the larger public on the health and safety dangers of consuming counterfeit

goods.

Consumer protection awareness is an important strategy in combating counterfeiting. Providing platforms like "BLEEP" for consumers to report suspected counterfeiting cases, equipping them with the knowledge to identify counterfeit products and the risk they pose to their health, and having stronger laws that protect consumers will fortify their role in combating counterfeiting.

#### 5. Focus on Environment and Health Risks

There is a growing legal recognition of counterfeiting as an environmental and public health risk due to the unregulated production of these goods and use of harmful materials. In the cosmetics,

pharmaceuticals and beverages sectors, use of chemicals and toxic substances may lead to serious health complications or death. In the automotive parts and electrical sectors, there is environment pollution caused by illegal disposal and excessive e-waste emitted from substandard electronics. Further, destruction of these products once they are seized by anti-counterfeiting agencies may cause environment pollution if not disposed of properly.

Anti-counterfeiting agencies like the ACA are incorporating health and environment protection in their anti-counterfeiting efforts so as to protect the public wellbeing and strengthen fair trade.

## HUMAN RESOURCES

## BUILDING CAPACITY: ACA ONBOARDS NINE NEW OFFICERS



The Anti-Counterfeit Authority (ACA) successfully concluded a two-day induction program for its nine newly recruited officers with an inspiring closing session led by the Chairman of the Board of Directors, Hon. Gichunge Kabeabea.

In his address, Hon. Kabeabea congratulated the new staff for their

active engagement throughout the training and emphasized the significant responsibility they now carry in the fight against counterfeiting and the protection of intellectual property rights. He challenged the recruits to uphold the values of professionalism, integrity, and teamwork as they contribute to ACA's mandate.

Hon. Kabeabea also underscored the Authority's role in advancing innovation and safeguarding the interests of Small and Medium Enterprises (SMEs), in line with the Kenya Kwanza government's broader economic development agenda.

The closing session was also attended by



Chairman ACA Hon. Josphat Kabeabea

ACA Executive Director, Dr. Robi Mbugua Njoroge, and members of the Authority's senior management, who reiterated their commitment to supporting the new staff as they begin their journey in public service.

The induction program aimed to

familiarize the new employees with ACA's structure, mandate, and operational priorities, laying a strong foundation for effective service delivery.



PICTORIAL

## EPA team at the 4th Annual Kilimo Biashara Expo



## Induction of new ACA staff



## ACA Visits Office of the Director of Public Prosecutions



### Enforcement Raid at Kariokor



## EDITORIAL TEAM

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