



anti
counterfeit
authority
Upholding Authenticity

ANTI-COUNTERFEIT NEWSLETTER

17TH EDITION
APRIL-JUNE 2025



Corporate News

Kenya Commemorates World Anti-Counterfeit Day 2025

Enforcement

ACA and National Police Seize Counterfeit
UADA Gypsum Boards

Training

Empowering Kenyan Media to Combat
Counterfeits and Protect Intellectual Property

Corporate News

Kenya & EU Unite to Fight Counterfeits and
Strengthen Investment Climate

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Dr. Robi Mbugua Njoroge Executive Director



As we mark the 17th edition of the Anti-Counterfeit Newsletter, I am proud to reflect on the momentum our institution has gained in the last quarter of the 2024/2025 financial year. This quarter has been particularly significant—not only in terms of the scale of enforcement and advocacy milestones, but in our deepening collaboration with stakeholders both locally and globally.

The successful commemoration of World Anti-Counterfeit Day 2025, graced by the Director General of WIPO, Mr. Daren Tang, reaffirmed Kenya's commitment to intellectual property (IP) protection and its rising influence in global enforcement discourse. The unveiling of the consumer survey results—showing that over 70% of Kenyans have unknowingly bought counterfeit goods—has added urgency to our mission and fueled renewed determination in policy reform, enforcement innovation, and public education.

This edition also highlights our continued focus on digital enforcement, including brand identification training, grassroots awareness campaigns, and record-breaking seizures in collaboration with law

enforcement agencies. The growing threats in e-commerce, as illustrated by rising online counterfeit transactions, demand a shift in strategy—one we are actively addressing through surveillance partnerships and emerging verification technologies.

I am deeply honored to have received the “Champion of Institutional Growth” award at the Af-

“This quarter has been particularly significant—not only in terms of the scale of enforcement and advocacy milestones, but in our deepening collaboration with stakeholders both locally and globally.”

to every ACA officer, partner, and supporter who continues to uphold the spirit of authenticity and innovation.

As we progress toward establishing the Kenya Intellectual Property Authority (KIPA) and finalizing the National Intellectual Property Policy and Strategy (NIPPS 2023–2027), we stand at a pivotal moment in shaping Kenya's IP future.

Let us keep the fight against counterfeiting alive—on digital platforms, in our homes and workplaces, and across every corner of our nation. This is a shared responsibility that calls for vigilance, consistent engagement, and strategic collaboration across all sectors. Whether through policy implementation, public awareness, or enforcement, we must remain united in our mission—to protect innovation, safeguard livelihoods, and secure a safer, more prosperous future for Kenya.

Enjoy the read and feel free to share with your networks!

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

rica Public Relations Association (APRA@50) Conference. This recognition is a reflection of our collective team's dedication and vision. I extend my appreciation

Editorial Comment

Tom Muteti
Editor & Head of Corporate Communication



This 17th edition of the ACA Newsletter captures the growing urgency and evolution of the anti-counterfeit campaign in Kenya. From commemorating the World Anti-Counterfeit Day 2025 to strategic dialogues at the EU-Kenya Business Forum, it is evident that the Authority is moving with both speed and intent.

A key highlight this quarter is the enhanced media collaboration with the Media Council of Kenya, where journalists were trained as IP watchdogs and information multipliers. Additionally, grassroots engagements in Homa Bay and tree-planting initiatives in Nakuru and Machakos reaffirm ACA's holistic public engagement strategy, where enforcement, education, and sustainability intersect.

Notably, this edition celebrates a cultural moment that captured national attention—the performance by Mathaithi Girls High School during the World Anti-Counterfeit Day commemoration. Their award-winning choral piece “Upholding Authenticity”, which earned top honors in Category 464 at the Kenya Music Festival, was more than art—it was advocacy. Through melody, rhythm, and powerful lyrics, these

students conveyed the importance of fighting counterfeits in a way no speech could. Their performance was a resounding reminder that the authenticity agenda belongs not just in boardrooms and border points, but also in classrooms, societies, and cultural spaces.

The inclusion of youth voices in this campaign, particularly

“this edition celebrates a cultural moment that captured national attention—the performance by Mathaithi Girls High School during the World Anti-Counterfeit Day commemoration. Their award-winning choral piece “Upholding Authenticity”, which earned top honors in Category 464 at the Kenya Music Festival, was more than art—it was advocacy”

from girls' schools in the counties, shows the transformative potential of creative engagement. The

recognition of Mathaithi Girls by the authority underscores our belief that champions of authenticity can be found at every level of society, including our youngest citizens.

The lead enforcement story on counterfeit gypsum board seizures and the opinion editorial on the digital shift in counterfeit trade paint a sobering picture: the counterfeit war has new battlefronts—and we must meet them with new tools. The role of brand authentication, capacity-building, and public vigilance has never been more critical.

As Editor, I thank all contributors, partners, and readers for their unwavering support. This newsletter is more than a record—it is a reflection of ACA's authenticity, credibility, and alertness to protecting the integrity of Kenya's economy.

Look out for more vibrant issues ahead as we continue to spotlight critical matters on intellectual property protection and the fight against counterfeiting.

(Mr. Tom Muteti, is the Head of Corporate Communication at the Anti-Counterfeit Authority).

OPINION
PIECE

Hon. Josephat Kabeabea

Once confined to backstreet markets and informal stalls of Baba Dogo slum of Kasarani, counterfeit trade in Kenya has now morphed into a business conducted on attractive digital platforms.

From counterfeit goods delivered in sacks and pick-up trucks in the dead of night, the illegal trade has evolved in disguise, thriving in the labyrinth of digital sites that make it hard to distinguish between the real and the fake.

The 2024 National Consumer-Level Survey, conducted by the Anti-

From Baba Dogo Fakes To Digital Sites, Kenya Grapples With New Counterfeit War



Hon Josephat Kabeabea at a recent destruction of counterfeit good

Counterfeit Authority (ACA), reveals that today's hydra-headed counterfeit ecosystem seamlessly integrates informal vendors with formal retail outlets and, more significantly, with online platforms to win the confidence of gullible consumers.

Street vendors still dominate as sources of counterfeit goods, cited by 59.37% of consumers, followed closely by kiosks and small shops at 54.42%. Notably, 21.31% of counterfeit purchases are now occurring in supermarkets, which were previously trusted formal outlets. And in the

digital front, 31.27% of counterfeit transactions are now taking place online.

From Facebook and Instagram storefronts to local e-commerce sites and WhatsApp groups, counterfeiters are increasingly operating with anonymity, scale, and impunity. Consumers are unknowingly purchasing counterfeit pharmaceuticals, cosmetics, agricultural inputs (such as hybrid seeds and fertilizers), food products, agrochemicals, vehicle parts, and electronics—products with direct implications for public health and

safety.

This new face of counterfeiting presents a challenge of unprecedented scale. It is decentralized, difficult to trace, often indistinguishable from legitimate trade, and increasingly normalized by consumers, many of whom are simply seeking affordability. For every genuine item on the shelf or online cart, there is a near-identical counterfeit lurking beside it—cheaper and dangerous.

The digital counterfeit economy presents new and unique challenges. While online platforms

offer convenience, they often lack robust product verification protocols. Consumers, drawn by discounts and ease of access, have limited means to authenticate products before purchasing. This makes e-commerce a fertile ground for counterfeiters, who are quick to exploit regulatory gaps in this fast-moving space.

These problems are further compounded by other findings showing that 60.48% of consumers had bought counterfeit goods in the past year. Most of the consumers discovered the truth only after using the product. Even more telling is that nearly 70% of these purchases were unintentional. This deception not only undermines consumer confidence, it damages the credibility of legitimate businesses and threatens Kenya's broader economic vision.

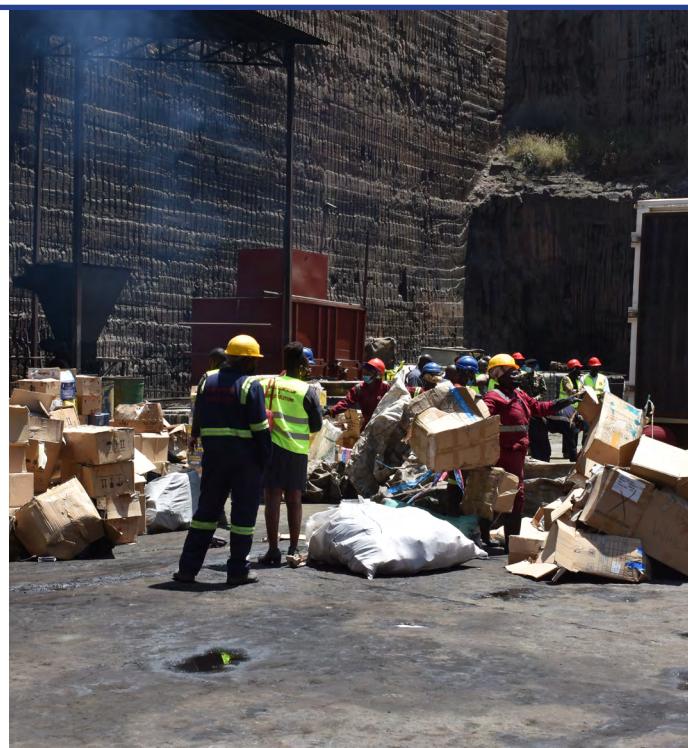
In light of this shifting landscape, there is an urgent need to reimagine our enforcement, awareness, legal, collaborative and policy approaches. Traditional enforcement methods—such as market raids and border checks—remain vital, but they are no longer sufficient. The counterfeit battleground has expanded, and our response must rise to meet it mid-air.

At the Anti-Counterfeit Authority, we have already

Consumers are unknowingly purchasing counterfeit pharmaceuticals, cosmetics, agricultural inputs (such as hybrid seeds and fertilizers), food products, agrochemicals, vehicle parts, and electronics—products with direct implications for public health and safety.

begun adapting to cope against the rising tide. We are enhancing our digital surveillance capacity and building strategic alliances with the Communications Authority, e-commerce platforms, and consumer protection agencies to actively monitor and act on online violations. We are deploying authentication technologies that empower consumers to verify product legitimacy instantly—tools like the recently unveiled Bleep Technology, QR codes and SMS-based systems are being prioritized for public rollout.

We are also intensifying our public education campaigns. Awareness remains our strongest defense. When consumers understand the risks—and know how to spot and report counterfeit products—the entire ecosystem shifts in favor of upholding authenticity. Our outreach is expanding beyond town halls and roadshows to include aggressive online engagement, influencer partnerships, and



vernacular communication tailored for diverse Kenyan communities.

But our ambition extends further. We are working closely with lawmakers to review and update Kenya's and the East African Community's (EAC's) legal framework, ensuring our intellectual property and consumer protection laws are aligned with the realities of today's digital economy.

This is the work of a responsive and responsible public institution—one that refuses to be caught flat-footed in the face of evolving threats. The ACA is not just enforcing laws; we are shaping policy, innovating enforcement, empowering the public, and defending the credibility of Kenya and EAC market systems.

Kenya's long-term aspirations under Vision 2030—whether in

industrialization, job creation, innovation, or trade competitiveness—depend on fair, safe, and trusted marketplaces. The informal economy must no longer be a blind spot. And the digital economy must never be allowed to become a loophole for criminality.

The new face of counterfeiting is dynamic, digital, and dangerously deceptive. But it is not unbeatable. With strategic investment, collaborative action, and unwavering political will, we can combat this threat. The Anti-Counterfeit Authority is leading the authenticity war with credibility and alertness that the integrity of Kenya's markets must—and will—be protected.

Hon. Josephat Kabebea is the Chairman, Board of Directors, Anti-Counterfeit Authority

Upholding Authenticity: ACA Hosts APRA and PRSK Delegation, Explores Strategic Collaboration for APRA@50 Conference



From left APRA Secretary General Dr. Omoniyi Ibietan, Ms. Noella Mutanda (PRSK Secretary General), Ms. Patricia Ndede (PRSK Vice President), ACA Executive Dr. Robi Mbugua, ACN Chairman Fred Muwema APRA President Mr. Arik Karani, APRA Vice President Prof. Michele Mekeme,

The Anti-Counterfeit Authority (ACA) proudly welcomed a high-level delegation from the African Public Relations Association (APRA) and the Public Relations Society of Kenya (PRSK), marking a significant step toward strategic collaboration ahead of the upcoming APRA@50 Conference.

The delegation, led by APRA President Mr. Arik Karani, extended a formal invitation to ACA to participate in the milestone event scheduled for June 9–13, 2025 in Mombasa, Kenya, under the theme: “Transforming

Africa through Safe and Responsible Digital Communications.”

Hosting the meeting, ACA Executive Director Dr. Robi Mbugua Njoroge expressed the Authority’s dedication to strengthening partnerships that raise public awareness and encourage ethical communication practices.

“We recognize the pivotal role of public relations in shaping the narrative around counterfeiting and intellectual property rights protection across Africa,” said Dr. Mbugua. “ACA is keen on leveraging this platform to further our mission of safeguarding

consumers and promoting authentic trade.”

Mr. Karani echoed the importance of cross-sector collaboration, stating:

“As APRA celebrates its 50th anniversary, we aim to convene key institutions like ACA whose efforts are central to protecting consumers and creating safe markets. Strategic communication is essential for Africa’s development story.”

The meeting was also graced by APRA Vice President Prof. Michele Mekeme, Secretary General Dr. Omoniyi Ibietan, and PRSK leaders Ms. Patricia Ndede (Vice President) and Ms. Noella

M. (Secretary General), reinforcing a united commitment to responsible communication in Africa.

The visit laid the groundwork for future collaboration between ACA and APRA, with shared goals to amplify Africa’s voice on pressing development issues, particularly around counterfeit goods, fair trade, and consumer protection. As the African Continental Free Trade Area (AfCFTA) gains traction, such alliances will be crucial in promoting integrity, innovation, and inclusivity across the continent.

Kenya Commemorates World Anti-Counterfeit Day 2025 with a Strong Call to Action.



Director General of the World Intellectual Property Organization (WIPO), Mr. Daren Tang unveiling the Consumer survey reports

Kenya marked World Anti-Counterfeit Day 2025 with a high-level forum held at the Radisson Blu Hotel in Nairobi, led by the Director General of the World Intellectual Property Organization (WIPO), Mr. Daren Tang. His attendance marked the first time a WIPO chief has graced the event in Kenya, underscoring international recognition of the country's growing role in intellectual property (IP) enforcement.

During the event, the Anti-Counterfeit Authority (ACA) unveiled two new research reports conducted in partnership with KCA University and the Kenya Association of Manufacturers. The findings reveal that Kenya loses over KES 153 billion annually to counterfeit trade, with the most affected sectors being health, agriculture, electronics, and automotive products.

In his remarks, Mr. Tang praised Kenya's ongoing reforms in intellectual

property protection. "Kenya's commitment is a beacon of innovation protection on the African continent," he said, noting that the country's integrated efforts have elevated its global standing in the fight against counterfeit goods.

speech read by Director

of Industries Mr. Joseph Mbeva, described counterfeiting as "a silent saboteur of Kenya's development goals," and urged greater coordination across agencies. "We cannot industrialize on a foundation of fakes. Counterfeit trade

undermines manufacturing, endangers public safety, and drains national revenue," he said, reinforcing the government's support for enforcement and institutional reform

ACA

Executive



Executive Director Dr. Robi Mbugua giving his opening earks at WACD 2025



Hon. Neddy Jeruto Kiptoo delivering the chairmans remarks.

Director, Dr. Robi Mbugua Njoroge, said the new research reflects the broader risks posed by counterfeit goods to both consumers and the economy. “Over 70 percent of Kenyans have unknowingly bought counterfeit goods, and nearly 60 percent have been harmed by them. This isn’t just an economic issue—it’s a safety and trust issue,” he said. He added that despite the widespread impact, 94 percent of consumers do not report such cases, often due to limited awareness or lack of confidence in enforcement mechanisms.

The findings further show that affordability and ease of access are key drivers of counterfeit purchases. “Our survey found that 42 percent of consumers knowingly buy fakes because

they’re cheaper, and a third do so because they’re easier to access,” Dr. Njoroge explained. “We must respond by making authentic goods more affordable, and by expanding access to product verification tools”.

He also pointed to the growing challenge of digital counterfeit trade. “More than 31 percent of counterfeit transactions are now happening online—from social media storefronts to messaging apps,” said Dr. Njoroge. “This demands new enforcement approaches, digital surveillance, and stronger collaboration with e-commerce regulators”.

ACA Board Chair Hon. Josphat Kabeabea, in a speech read by Board Member Hon. Neddy

Jeruto Kiptoo, reflected on ACA’s progress as it marks its 15th anniversary. “We have grown from 42 staff in 2010 to a national team operating six regional offices and active at major border points. We’ve seized over KES 4.9 billion worth of counterfeits and built strong inter-agency partnerships,” he said. He reiterated the Board’s full support for the transition into the Kenya Intellectual Property Organisation (KIPO), which will consolidate ACA, the Kenya Industrial Property Institute (KIPI), and the Kenya Copyright Board (KECOBO) into a unified institution.

The launch also marked ACA’s 15-year milestone and set the stage for the upcoming validation of the National Intellectual



Director General of the World Intellectual Property Organization (WIPO), Mr. Daren Tang delivering his remarks.

Property Policy and Strategy (NIPPS 2023–2027). These reforms are expected to streamline Kenya’s IP registration, enforcement, and commercialization frameworks under one roof, positioning the country as a model for integrated IP governance in the region.



From L-R Mr Joseph Mbeva, Hon. Neddy Jeruto Kiptoo , Dr. Robi Mbugua, Mr. Daren Tang at WACD 2025

CORPORATE NEWS

Kenya & EU Unite to Fight Counterfeits and Strengthen Investment Climate

At the EU-Kenya Business Forum 2025 in Nairobi, leaders from government, the private sector, and global partners joined forces to take a bold stand against counterfeit trade and strengthen intellectual property (IP) protection.

“IP crime is not just a legal issue—it’s a public safety and economic concern,” said Dr. Mbugua Njoroge, Executive Director of the Anti-Counterfeit Authority (ACA), announcing:

A national rollout of the IP Recordation System.

Multi-agency operations seizing fake goods worth over KES 5B.

Kenya’s first-ever National IP Policy & Strategy, supported by WIPO.

Public education campaigns and training programs nationwide.

EU’s Gregor Schneider echoed the message: “IP protection adds value to African goods and opens doors to EU markets.”

Businesses like Mabati Rolling Mills are



ACA Executive Dr. Robi Mbugua Njoroge

stepping up too. Dr. Isaac Yugi urged for deeper collaboration, pledging support in intelligence sharing and product authentication training.

This forum sets the tone ahead of World Anti-Counterfeit Day on June 6, where Kenya will lead the region in a united stand against

fakes—and for a future of innovation, safety, and strong investments.



The Anti-Counterfeit Authority (ACA) is proud to celebrate a major leadership milestone as its Executive Director and CEO, Dr. Robi Mbugua Njoroge, was honoured with the "Champion of Institutional Growth" award during the African Public Relations Association (APRA) 2025 Conference held in Mombasa.

The prestigious award recognizes Dr. Njoroge's visionary leadership, his unwavering support to the Public Relations Society of Kenya (PRSK), and his transformative contributions to building credible, ethical, and transparent institutions. His commitment to fostering responsible communication and public trust has positioned ACA as a model of integrity in governance and enforcement.

The recognition was presented during APRA's 50th Anniversary Celebration, held under the theme: "Transforming Africa through Safe and

ACA CEO Dr. Robi Mbugua Njoroge Honoured with "Champion of Institutional Growth" Award at APRA 2025



Dr Robi Mbugua receiving his award from APRA

Responsible Digital Communication." The event brought together communication leaders and public sector visionaries from across the continent.

APRA President Mr. Arik Karani described Dr. Njoroge's leadership as "deeply transformative," applauding his dual impact in strengthening PRSK's institutional foundations and leading ACA's national mandate with clarity and purpose.

In his acceptance speech, Dr. Njoroge remarked:

"At ACA, we lead

with vision, integrity, and collaboration to build public trust and fight counterfeit trade. This recognition affirms our shared belief that ethical leadership and clear communication are powerful tools in driving national and institutional progress."

This continental honour comes at a time when ACA is celebrating 15 years of impact in protecting consumers, upholding intellectual property rights, and fostering innovation in Kenya's markets. Dr. Njoroge's leadership has been instrumental in

guiding the Authority's evolution into a trusted national institution that champions authenticity, transparency, and collaboration.

Congratulations, Dr. Njoroge, on this well-deserved recognition!



Research on Levels of Awareness and Extent of Counterfeiting in Kenya Consumer-Level Survey Report 2025

counterfeiting in Kenya using a mixed-methods approach that combined quantitative surveys and qualitative interviews for a

comprehensive analysis. The study was conducted across eight counties, with a focus on key counterfeit hotspots such as Nairobi, Mombasa, and Kisumu, as identified by the

baseline survey done by Anti-counterfeit Authority in 2020, involving a sample of 2,185 respondents determined using Cochran's formula. Data collection utilized Computer-

Assisted Personal Interviews (CAPI) through Kobo Toolbox, which ensured data accuracy and real-time monitoring, while research tools were standardized using the WIPO

Consumer Survey Toolkit.

Counterfeiting is a growing global issue that undermines brand integrity, erodes consumer trust, and causes significant economic losses. This research sought to evaluate the extent and level of public awareness regarding

The findings revealed that general awareness of counterfeiting is relatively high at 83.85%, with significant regional variations. Busia (98%) and Machakos (90.8%) reported the highest



awareness levels, while Garissa (66.7%) and Mombasa (63.6%) lagged behind. Sector-specific awareness showed that consumers are most informed about counterfeiting in agriculture (39.52%), alcoholic drinks (36.57%), and cosmetics (33.99%), whereas awareness was significantly lower in the paper and board (8.97%) and timber (5.13%) sectors.

Consumers primarily gained information from brand knowledge (70.87%) and advertisements (54.28%), but the limited reach of ACA forums (8.61%) highlighted the need for alternative outreach strategies.

Visit www.aca.go.ke/downloads/publications for the full reports

Research on Levels of Awareness and Extent of Counterfeiting in Kenya Consumer-Level Survey Report 2025

energy, electronics and electrical goods, and alcoholic beverages. Combining quantitative firm-level surveys and qualitative key informant interviews, the report provides actionable strategies to combat counterfeiting.

The findings indicate that 39% of firms sell products online, with considerable sectoral variation. Pharmaceuticals have the lowest online presence at 18% due to strict regulations,

while automotive spare parts (47%) and electronics (42%) exhibit higher e-commerce adoption. Awareness of counterfeit goods has risen to 71%, up from 30% in 2020, with smaller and locally owned firms showing higher awareness due to direct exposure to counterfeiting risks.

Counterfeiting remains a significant threat to Kenya's economy, impacting industries, public health, and consumer trust. This study explores the prevalence, trends, and effects of

counterfeiting across four key sectors: automotive spare parts, pharmaceuticals and medical equipment,

On average, 18% of products are counterfeited, with automotive spare parts (21%) and alcoholic beverages (19%) experiencing the highest prevalence. 53% of respondents reported an increase in counterfeit incidences over the past



year, driven by consumer demand for cheaper products, inadequate enforcement, and economic downturns. The impacts include revenue loss, brand damage, and operational disruptions, particularly affecting smaller firms.

Counterfeit goods are primarily distributed through online platforms, especially social media and local e-commerce sites, followed by street sellers and kiosks. The



most affected products in the automotive sector are spark plugs and engine parts, while over-the-counter drugs and personal protective equipment are common in pharmaceuticals. In electronics, smartphones and home appliances are frequently counterfeited, whereas gin and vodka are the most affected in alcoholic beverages.

Visit www.aca.go.ke/downloads/publications for the full reports



**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 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 doneThe 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 counterfeitingTake 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 applicableRegistration 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 inspectedAvailing books, documents or objects which may be relevant to the investigationsRendering assistance and giving accurate information relevant to investigationsRecording a statement in relation to the investigationSigning the inventory and any other document as required

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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!

ENFORCEMENT

ACA and National Police Seize Counterfeit HADA Gypsum Boards Worth Ksh. 1.2 Million.



Confiscated counterfeit Boards

In a joint operation, the Anti-Counterfeit Authority (ACA) and the National Police Service have seized 520 counterfeit gypsum boards falsely branded as HADA GYPSUM BOARDS, with an estimated market value of Ksh. 1,200,000. The illicit goods were confiscated from WISEFIX ENTERPRISES LIMITED in Juja, following a formal complaint from Edermann Property Limited, the rightful owner of the HADA brand.

Upon inspection, the counterfeit gypsum boards were found bearing imitation stickers that deviated from the brand's genuine markings, which typically feature distinctive pre-glued dark blue labels. The suspicious items have since been transferred to the ACA depot in Athi River for further verification and

processing.

This successful operation underscores the ACA's commitment to safeguarding consumers and supporting fair business practices. The Authority continues to urge the public and businesses to remain vigilant and report

any suspected counterfeit products through official channels.

"Combating counterfeits is a shared responsibility. We encourage all stakeholders to be proactive in identifying and reporting suspicious goods," said a spokesperson from ACA.

The ACA remains dedicated to ensuring a safe and trustworthy marketplace by enforcing intellectual property rights and upholding the integrity of legitimate brands.



ENFORCEMENT

The Anti-Counterfeit Authority (ACA), in collaboration with JO Global Ventures Ltd, conducted a one-day product authentication training in Mombasa to strengthen the capacity of enforcement officers in identifying counterfeit goods entering the country through the coastal region.

The training brought together customs, police, and county enforcement officers and focused on how to detect fake products by analyzing packaging, security features, serial numbers, and brand-specific indicators.

The officers were taken through a variety of brands from different

ACA and JO Global Ventures Ltd. Conduct Product Authentication Training for Coastal Enforcement Officers

Multinational Companies such as Caterpillar Inc, Perkins, Beiersdorf (Nivea), Vlisco-Netherlands, Canon Inc, and Pharmaceutical manufacturers such as Novartis, MERCK/MSD and Gilead. Presiding over the session were Mr. Lindsay Kipkemoi, ACA Deputy Director of Enforcement, and Mr. Ibrahim Bulle, ACA Coastal Regional Head Manager. Mr. Willian Onyango, Director of JO Global Ltd, facilitated the technical sessions on brand authentication.

“Our officers are the first line of defense. They must have the ability to distinguish genuine products from imitations with confidence and accuracy,” said Mr. Kipkemoi.



Mr. Bulle noted, “Authenticating goods on the ground prevents counterfeit items from reaching unsuspecting consumers. This training is critical for timely and decisive action.”

Mr. Onyango added, “We bring the manufacturers’ expertise to the enforcement frontline. It’s not just theory—it’s practical knowledge that protects lives, livelihoods, and brand integrity.”

According to ACA’s 2024 consumer survey, over 70% of

Kenyan consumers have purchased counterfeit goods, often unknowingly. Counterfeits are increasingly found not just in informal markets, but also in supermarkets and online platforms, posing serious risks to public safety and the economy.

The workshop is part of ACA’s broader effort to enhance market surveillance and build technical enforcement capacity through strategic partnerships with brand agents and rights holders.



Group Photo of ACA enforcement Team at the training

ENFORCEMENT NEWS

The Anti-Counterfeit Authority (ACA), in collaboration with the Japan External Trade Organization (JETRO), the Middle East Intellectual Property Group (ME-IPG), and the European Union (EU), hosted a high-impact two-day Brand Authentication Training in Nairobi on 14–15 May 2025. The training brought together enforcement officers, global brand representatives, and key stakeholders in a concerted effort to enhance Kenya's capacity to detect and combat counterfeit goods.

On Day One, participants engaged with experts from global brands such as Canon, Casio, and AISIN, focusing on product authentication techniques and the evolving landscape of intellectual property (IP) violations. ACA Executive Director Dr. Robi Mbugua Njoroge emphasized the training as part of ACA's broader enforcement strat-

Kenya Strengthens Anti-Counterfeit Efforts Through Brand Identification Training



Mr Yusuf Osman delivering his key note speech at the opening ceremony of the training

egy to equip officers with the skills and knowledge needed to disrupt counterfeit networks and protect consumers.

The event earned accolades from international partners including the EU and the Government of Japan, who praised Kenya's growing leadership in IP enforcement and its commitment to promoting innovation and consumer protection. These

efforts build on ACA's recent successes, such as the rollout of national IP policies and major counterfeit seizures across the country.

On Day Two, the focus shifted to practical, hands-on training. Officers received live demonstrations and product training from iconic global brands including Canon, Samsung, Apple, Unilever, and PUMA. The sessions reinforced

ACA's commitment to a counterfeit-free and innovation-friendly market.

ACA Board Chair Hon. Gichunge Kabeabea called on global IP owners to invest in Kenya, citing the country's robust legal protections and secure business environment. He also highlighted the importance of strong partnerships between government and industry in fighting counterfeits. Industry leaders, including ABAK and representatives from the EU, echoed this message, calling for deeper public-private collaboration to protect consumer trust and uphold product authenticity.

As the Authority continues to build enforcement capacity, initiatives like this training mark an important step in safeguarding Kenya's economy, promoting fair trade, and solidifying its role as a regional leader in IP protection.



ENFORCE-
MENT NEWS

Canon Joins Forces at ACA Training to Combat Counterfeit Trade

As part of the ongoing Brand Identification Training in Nairobi, the Anti-Counterfeit Authority (ACA) welcomed strong participation from Canon, signaling a powerful step forward in collaborative enforcement against counterfeit goods in Kenya.

Representing Canon was Mr. William Olang'o, Director of Brand Protection at J O Global Ventures Kenya Limited, who led an interactive and practical session with enforcement officers. His training focused on key identifiers that distinguish authentic Canon products from counterfeit ones—insights critical to frontline surveillance and product verification.

“Fighting fakes requires shared expertise and vigilance. I look forward to working with the trained teams to help fight counterfeit conduits more effectively in future,”



Team From JETRO at the training

— Mr. William Olang'o, Canon Brand Representative

Mr. Olang'o praised ACA and its partners—JETRO and ME-IPG—for championing collaboration between brand owners and enforcement agencies. His remarks highlighted the need for sustained joint efforts in protecting consumers, securing innovation, and ensuring that only genuine products enter the Kenyan market.

Canon's involvement is part of a broader, multi-brand initiative that includes Ca-

sio, Niterra, AISIN, and JTEKT, all committed to equipping enforcement officers with the tools needed to effectively identify and act on counterfeit threats.

As the training progresses, ACA remains steadfast in its mission to empower enforcement officers with the skills, knowledge, and brand partnerships necessary to defend the integrity of Kenya's markets and promote a safe trading environment for all.



Mr. William Olang'o, Director of Brand Protection at J O Global Ventures Kenya Limited,



Dr. Robi Mbugua Njoroge giving his Remarks at the training

MEDIA TRAINING

In a decisive move to bolster the fight against counterfeit goods in Kenya, the Anti-Counterfeit Authority (ACA), in partnership with the Media Council of Kenya (MCK), launched a high-level capacity-building forum designed to equip journalists and media professionals with essential knowledge on intellectual property (IP) protection.

The specialized training aimed to deepen media understanding of Kenya's legal frameworks, enforcement mechanisms, and national strategies that tackle the widespread threat of counterfeit and substandard products. With counterfeit goods continuing to endanger consumer safety, undermine innovation, and inflict economic losses, the initiative comes at a crucial time.

Counterfeit products not only jeopardize the health and safety of consumers but also erode public trust, stifle the growth of legitimate businesses, and result in significant revenue losses for the government. Recognizing the media's powerful role in shaping public discourse and influencing behavior, ACA and MCK jointly committed to strengthening journalists' capacity to report accurately, ethically, and responsibly on issues related to counterfeiting and intellectual property rights.

Empowering Kenyan Media to Combat Counterfeits and Protect Intellectual Property



Henry Maina OGW, Deputy Director- Research & Policy taking the media personalities thorough the role and mandate of the Authority.

The forum brought together 48 journalists from across various media houses, providing them with in-depth insights on IP laws, enforcement trends, and the real-world impact of counterfeits on Kenya's economy and innovation ecosystem. The overarching goal was to create a well-informed media fraternity

that not only supports national anti-counterfeit efforts but also acts as a watchdog, safeguarding the rights of innovators, businesses, and consumers.

This collaboration marks a significant step toward fostering a media environment that champions truth, authenticity, and

innovation — pillars essential to Kenya's sustainable economic growth and public welfare. By empowering journalists, ACA and the Media Council of Kenya are nurturing media champions who will help lead the charge against counterfeit goods and promote a culture of IP respect nationwide.



PUBLIC
AWARENESS

Anti-Counterfeit Authority Deepens Grassroots Engagement in Homa Bay County



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 Anti-Counterfeit Authority (ACA) has reaffirmed its commitment to public education and local enforcement by expanding grassroots engagement initiatives. This year, ACA proudly took part in the Madaraka Day exhibition held at Tom Mboya University in Homa Bay County, underscoring its focus on empowering communities in the fight against counterfeit goods.

During the exhibition, ACA engaged extensively with National Government Administration Officers (NGAOs), including Assistant County Commissioners (ACCs) and Deputy County Commissioners (DCCs). These officers are central to community-level governance and serve as a vital

link in enhancing enforcement, educating the public, and facilitating the flow of critical information on counterfeit activity.

ACA used the platform to strengthen local partnerships and reinforce four key objectives: to improve anti-counterfeit enforcement at the grassroots, increase public awareness of the dangers posed by counterfeit products, boost intelligence gathering and timely enforcement

network—reporting of illicit trade, and one rooted in community participation and shared responsibility.

As Kenya continues to scale up its anti-counterfeit efforts, such grassroots collaboration ensures that no region is left behind in the drive to secure a safe, authentic, and innovation-friendly marketplace.



CORPORATE SOCIAL RESPONSIBILITY

As part of its ongoing commitment to environmental sustainability and climate action, the Anti-Counterfeit Authority (ACA) participated in the Annual Tree Growing Event at Nakuru Girls High School. Organized in collaboration with the Young Farmers Club Kenya, the Kenya Forest Service, and the Agricultural Society of Kenya, the event brought together students, teachers, and conservation stakeholders to promote ecological awareness and reforestation.

ACA proudly sponsored 1,000 indigenous tree seedlings, reinforcing its support for the national goal of increasing Kenya's forest cover and addressing climate change. Students were actively involved in the tree-planting exercise and engaged in discussions on the importance of trees in biodiversity conservation, climate resilience, and sustainable land use.

A representative from ACA emphasized the role of youth in shaping a sustainable future, noting that the initiative not only contributes to a greener Kenya but also instills values of environmental stewardship and responsibility in the next generation. Educational sessions held during the

ACA Partners with Nakuru Girls High School for Annual Tree Growing Event



event focused on the impacts of climate change, the role of forests in carbon sequestration, and practical tips for nurturing tree seedlings. Participants were encouraged to take personal responsibility for the care and growth of the trees they

planted.

The initiative aligns with ACA's broader mission to support community-driven environmental efforts and empower young people to take an active

role in protecting the environment. By linking conservation with education, ACA continues to champion sustainability as an integral part of its public engagement strategy.



ACA Marks World Environment Day with Tree Planting Drive in Machakos County



sustainability and its integration into public sector operations.

The event brought together stakeholders from both public and private sectors, local community members, and

environmental advocates united by a shared mission to restore degraded ecosystems, increase forest cover, and respond to the urgent challenges posed by climate change. A total of 4,000 trees were planted during the

exercise—an important contribution toward national reforestation efforts and a practical demonstration of climate action in motion.

This event holds particular importance

In celebration of World Environment Day 2025, the Anti-Counterfeit Authority (ACA), in collaboration with the Ministry of Investment, Trade and Industry and the East African Portland Cement Corporation (EAPCC), participated in a large-scale tree planting exercise in Machakos County. The initiative, which supports Kenya's national goal of planting 15 billion trees, reflects ACA's growing commitment to environmental



as it illustrates ACA's recognition that protecting the environment is a vital part of protecting Kenya's future. Environmental degradation not only affects biodiversity and livelihoods but also undermines sustainable economic growth and the wellbeing of consumers—core elements of ACA's mandate. By championing tree planting and green practices, ACA affirms that climate action and environmental stewardship must go hand in hand with efforts to combat counterfeiting, promote fair trade, and ensure a secure marketplace for all.

Beyond its symbolic significance, the tree planting initiative reinforces the Authority's leadership in aligning public sector initiatives with Kenya's broader climate agenda. Trees play a vital role in mitigating climate change, improving air and water quality,



conserving biodiversity, and supporting community livelihoods. They also serve as living reminders of the responsibility shared by all citizens and institutions to care for the environment.

A representative from ACA echoed this message, noting, "Our environment

is our shared responsibility. By planting trees today, we are investing in a healthier, greener future for generations to come."

As ACA continues to advance its enforcement and consumer protection mandate, events like this demonstrate its proactive

role in shaping a more sustainable, resilient Kenya. Through practical environmental action, the Authority not only safeguards the present but also lays the foundation for a more secure, equitable, and ecologically sound future.



Art Meets Advocacy: Mathaithi Girls High School Delivers Stirring Performance at World Anti-Counterfeit Day 2025.



Mathaithi Girls representatives receiving an award from Director General of WIPO Mr. Dareng Tang at WACD.

inspired. The students took the stage with confidence and pride as they presented their award-winning choral verse, "Upholding Authenticity," a piece

that has already earned national acclaim after winning top honours in Category 464 at the prestigious Kenya Music Festival.

Their participation in the event, held at the Radisson Blu Hotel in Nairobi, was more than just an artistic interlude—it was a

In a moment that captured both the spirit and purpose of World Anti-Counterfeit Day 2025, Mathaithi Girls High School from Nyeri County delivered a stirring performance that left the audience moved and



passionate statement on the role of young people and cultural expression in the fight against counterfeiting. With powerful narration, harmonized voices, and poetic depth, the performance reminded participants from across government, industry, and international organizations that the message of authenticity can be amplified far beyond policy papers and enforcement statistics—it can also be sung, dramatized, and deeply felt.

The engagement led by the ACA Public Education and Awareness Department is part of ACA's broader outreach efforts to use creative platforms to spark national conversations on intellectual property

rights. Speaking after the performance, ACA Deputy Director in charge of Public Education and Awareness, Mrs. Agnes Karing'u, lauded the students and teachers for their exemplary advocacy through the arts.

“Mathaithi Girls proved that awareness doesn't have to be technical to be impactful. Their performance was emotional, educational, and unforgettable. They reminded us that young people are not just future consumers—they are present-day champions of authenticity,” she said.

Recognizing the students' efforts, the Anti-Counterfeit Authority (ACA) commended Mathaithi Girls for using

their talents to advocate for a safer, more authentic marketplace. ACA Executive Director Dr. Robi Mbugua Njoroge praised the school for translating complex issues into an emotionally resonant call for integrity, saying:

“Their performance was not only artistically brilliant but also deeply meaningful. It affirmed that our fight against counterfeiting is one that touches all sectors of society—including our schools.”

The students were awarded certificates of recognition and took photos with national and international dignitaries in attendance. This symbolic gesture not only acknowledged

their creativity but also underscored the importance of nurturing future champions of intellectual property (IP) awareness.

Through platforms like the World Anti-Counterfeit Day, ACA continues to engage diverse audiences—including youth—in spreading the message of authenticity and IP protection. As Mathaithi Girls High School showed, the voices of the next generation are not only valid—they are vital.



PICTORIAL

World Anti-Counterfeiting Day



ACA team in Homabay



Tree Planting at Nakuru Girls High School



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