



MARKET SURVEILLANCE
AND GREEN, DIGITAL TRANSFORMATION CONFERENCE

ADVISORY GROUP ON MARKET SURVEILLANCE (MARS)

DIGITALIZATION
OF QUALITY INFRASTRUCTURE PROCESSES

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DIGITALIZATION OF QUALITY INFRASTRUCTURE PROCESSES

▶ DIGITALIZATION AND DEVELOPMENT IT TOOLS

- ▶ FOR EFFECTIVE MARKET SURVEILLANCE IN COOPERATION WITH OTHER LAW ENFORCEMENT AUTHORITIES
- ▶ FOR TREND ANALYSES FOR THE PREPARATION OF FOCUSED CAMPAIGNS
- ▶ TO ORGANIZE OF TARGETED ENFORCEMENT ACTIONS
- ▶ TO ACHIEVE FULL FUNCTIONALITY AND IMPROVE THE COLLECTION OF ACCURATE DATA FROM ALL RELEVANT INSTITUTIONS

TECHNICAL ASSISTANCE & EU TWINNING PROJECT

- ▶ IPA 2017 FOR SAFER PRODUCTS - MARKET SURVEILLANCE COMPONENT- STRENGTHENING THE MARKET SURVEILLANCE SYSTEM IN THE REPUBLIC OF SERBIA (2020-2022)
 - ▶ COMPREHENSIVE ANALYSIS OF DATABASES AND IT SYSTEM
 - ▶ MANAGEMENT INFORMATION SYSTEM INTEGRATED WITH REGISTRIES ON ECONOMIC OPERATORS AND OTHER IMPORTANT REGISTRIES ANALYZED AND PREPARED RECOMMENDATION HOW TO INTEGRATE NEW MARKET SURVEILLANCE PROCESSES
 - ▶ QUALITY MANAGEMENT SYSTEM WITH THE OBJECTIVE OF STANDARDIZATION OF MARKET SURVEILLANCE PROCEDURES

TECHNICAL ASSISTANCE & EU TWINNING PROJECT

- ▶ TWINNING PROJECT IPA 2016-PROTECTION AND ENFORCEMENT OF IPR IN THE REPUBLIC OF SERBIA (2019-2022):
 - ▶ FOCUS ON E-COMMERCE WITH THE OBJECTIVE AND SCOPE
 - ▶ PROPER FUNCTIONING OF THE INTERNAL TRADE BY ENSURING THE FREE MOVEMENT OF INFORMATION SOCIETY SERVICES
 - ▶ IT DOES NOT CALL INTO QUESTION THE SCOPE OF PROTECTION, IN PARTICULAR THE PROTECTION OF PUBLIC HEALTH AND THE INTERESTS OF CONSUMERS
 - ▶ CONNECTION BETWEEN UNSAFE AND COUNTERFEIT PRODUCTS
 - ▶ DEVELOPMENT PROCEDURES FOR ENFORCERS AUTHORIZED TO CONDUCT ONLINE INVESTIGATIONS
 - ▶ DESIGNING PLATFORM FOR EXCHANGE INFORMATION

PLATFORM FOR EXCHANGE INFORMATION

- ▶ ALLOWING THE IPR RELEVANT ENFORCEMENT INSTITUTION TO GATHER VARIOUS INFORMATION ABOUT IP RELATED INCIDENTS AND IMPROVE THE STATISTICAL DATA
- ▶ TO IMPROVE THE CORPORATION AND TO PREPARE A MORE DETAILED BASIS OF INFORMATION
- ▶ HAVING UNIFORM AND CLEAR DATA SUPPORTS FOR THE IPR RELEVANT INSTITUTIONS IN TARGETING AWARENESS AREAS
- ▶ PROVIDE THE OPPORTUNITY TO DO MORE ACCURATE TREND ANALYSIS OF AREAS WHERE ENFORCEMENT SHOULD BE INCREASED

PLATFORM FOR EXCHANGE INFORMATION

▶ ENFORCEMENT AUTHORITIES EXCHANGE INFORMATION:

- ▶ CUSTOMS ADMINISTRATION
- ▶ MARKET INSPECTION SECTOR
 - ▶ PROCESSES REGARDING THE TYPE OF COUNTERFEIT GOODS
 - ▶ SOFTWARE LEGALITY
- ▶ INSPECTION FOR MEDICINES AND MEDICAL DEVICES
- ▶ MINISTRY OF INTERIOR
- ▶ STATE PROSECUTOR'S OFFICE
- ▶ CIVIL COURTS

▶ COORDINATION

- ▶ REPRESENTATIVES OF IPO AND ALL THE ENFORCEMENT AUTHORITIES
- ▶ IPO - ADMINISTRATION OF THE PLATFORM FOR THE EXCHANGE INFORMATION
- ▶ TWO EXPERT GROUPS: STRATEGIC AND OPERATIONAL

PLATFORM FOR EXCHANGE INFORMATION

- ▶ MINISTRY OF INTERNAL AND FOREIGN TRADE-MARKET INSPECTION SECTOR
 - ▶ PROCESSES REGARDING TYPE OF COUNTERFEIT GOODS
 - ▶ NUMBER OF INSPECTIONS CARRIED OUT AND NUMBER OF PIECES DETAINED FOR INFRINGING INTELLECTUAL PROPERTY BY TYPE OF PROCEDURE (EX OFFICIO AND APPLICATION FOR ACTION)
 - ▶ NUMBER OF STEPS TAKEN BY OUTCOME OF THE PROCEDURE FOR INFRINGEMENT OF INTELLECTUAL PROPERTY
 - ▶ NUMBER OF STEPS TAKEN BY OUTCOME OF THE PROCEDURE FOR INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS IN RELATIONS TO THE TYPE OF INFRINGEMENT
 - ▶ NUMBER OF PROCEDURES AND THE NUMBER OF SUSPECTED PRODUCTS WITH PROPORTIONS TO THE TOTAL NUMBER ACCORDING TO THE TYPE OF GOODS
 - ▶ THE NUMBER OF DESTROYED COUNTERFEITED PRODUCTS BY PRODUCT TYPE

PLATFORM FOR EXCHANGE INFORMATION

- ▶ MINISTRY OF INTERNAL AND FOREIGN TRADE - MARKET INSPECTION SECTOR
 - ▶ SOFTWARE LEGALITY
 - ▶ NUMBER OF CONTROLS IN THE FIELD OF SOFTWARE
 - ▶ NUMBER OF SUBJECTS WITH IRREGULARITIES FOUND
 - ▶ NUMBER OF COMPUTERS CONTROLLED
 - ▶ NUMBER OF COMPUTERS WITH THE ILLEGAL SOFTWARE USE

IPR ENFORCEMENT STATISTICS 2023

| TYPE OF PRODUCTS | NUMBER OF PROCESSES | % | NUMBER OF SUSPECT GOODS | % |
|---|---------------------|---------|-------------------------|---------|
| 1.FOODSTUFFS, ALCOHOLIC AND OTHER BEVERAGES | 33 | 0,893 | 33,370 | 4,169 |
| 2.BODY CARE PRODUCTS | 75 | 2,029 | 800 | 0,100 |
| 3.CLOTHES AND CLOTHING ACCESSORIES | 1506 | 40,747 | 141,559 | 17,687 |
| 4.FOOTWEAR | 186 | 5,032 | 1663 | 0,208 |
| 5.PERSONAL ACCESSORIES | 88 | 2,381 | 5300 | 0,662 |
| 6.MOBILE PHONES, PARTS AND IMPLEMENTS | 25 | 0,676 | 1546 | 0,193 |
| 7.ELECTRIC/ELECTRONIC AND COMPUTER EQUIPMENT | 38 | 1,028 | 425 | 0,053 |
| 8.CD, DVDs, CASSETTES AND OTHER DATA CARRIERS | 12 | 0,325 | 92 | 0,011 |
| 9.TOYS, GAMES AND SPORTS EQUIPMENT | 684 | 18,506 | 13,666 | 1,708 |
| 10.TOBACCO PRODUCTS | 6 | 0,162 | 22 | 0,003 |
| 11. MEDICAL PRODUCTS | 0 | 0,000 | 0 | 0,000 |
| 12. OTHER* | 1043 | 28,220 | 601,908 | 75,204 |
| TOTAL | 3696 | 100,000 | 800,351 | 100,000 |

IPR ENFORCEMENT STATISTICS 2023

| TYPE OF PRODUCTS | NUMBER OF PROCESSES | % | NUMBER OF SUSPECT GOODS | % |
|---|---------------------|--------|-------------------------|--------|
| 12. OTHER* | 1043 | 28,220 | 601908 | 75,204 |
| a) Machines and parts | 15 | 0,406 | 1443 | 0,180 |
| b) tools | 4 | 0,108 | 311 | 0,039 |
| c) chemicals | 78 | 2,11 | 3471 | 0,434 |
| d) Vehicles including parts and implements | 2 | 0,054 | 26 | 0,003 |
| e) Pictures, packaging material, labels, stickers and other | 914 | 24,729 | 558629 | 69,798 |
| f) Textiles | 17 | 0,460 | 1620 | 0,202 |
| g) Personal protective equipment | 2 | 0,054 | 53 | 0,006 |
| h) detergents | 11 | 0,298 | 36355 | 4,542 |

DIGITALIZATION AND DEVELOPMENT IT TOOLS

- ▶ IPA 2021 SUPPORT FOR INTERNAL MARKET (ONGOING FROM NOVEMBER 2023)
 - ▶ ONLINE MARKET SURVEILLANCE - HARMONIZATION WITH REGULATION ON PRODUCT COMPLIANCE AND MARKET SURVEILLANCE (EU) 2019/1020
 - ▶ DETECTION OF NON-COMPLIANT AND UNSAFE PRODUCTS THAT ARE SOLD ONLINE AND RELEASED TO THE FREE CIRCULATION
 - ▶ INTEGRATED MARKET SURVEILLANCE
 - ▶ MONITORING DIGITAL PRODUCT SUPPLY CHAIN
 - ▶ INCREASE THE USE OF ONLINE TOOLS FOR PROVISION OF INFORMATION

THANK YOU VERY MUCH



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