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# PHILIPPINE CUSTOMS

## **Border Enforcement of Intellectual Property Rights Infringing Goods**

23 October 2025  
Tokyo, Japan

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# SCOPE OF PRESENTATION

- A. BORDER ENFORCEMENT PRACTICES
- B. INTER-AGENCY AND PRIVATE ENTITIES COLLABORATION
- C. SUCCESSFUL CASES AND CHALLENGES





*A modernized and credible customs administration that upholds good governance and is among the world's best*

# **BORDER ENFORCEMENT PRACTICES**

*Professionalism*

*Excellence*

*Integrity*

*Accountability*

## **CREATION OF THE INTELLECTUAL PROPERTY RIGHTS DIVISION**

In compliance with the TRIPS Agreement ( Trade-Related Aspects of Intellectual Property Rights) and Executive Order No. 736, the Philippine Customs issued Customs Administrative Order (CAO) No. 09-2008, creating a permanent office of Intellectual Property Rights.

The Philippine Customs is a member of the National Committee on Intellectual Property Rights.

# IPRD OPERATIONAL PROGRAM

**A**

**AWARENESS**



**S**

**STAKEHOLDER**



**P**

**PROTECTION**



**O**

**OFFICIAL  
REGISTRATION**





## **RECORDATION OF IPR**

The Philippine Customs maintains an IPR Registry where IP holders record their IPR. The Philippine Customs monitors and inspects on its own initiative suspect imports to determine whether the shipments are liable under the Republic Act No. 8293.

The application is voluntary and for a fee.

## **RECORDATION OF IPR**

In 2024, the Philippine Customs issued 47 Customs Memorandum Circulars (CMC) with 192 IPR recorded.

In 2025, 56 CMCs were issued from January to August with 150 IPR recorded.

# IPR SEIZURES PORT AND LETTERS OF AUTHORITY (2021-2025)

YEAR	NUMBER OF SEIZURE CASES	ESTIMATED VALUE OF SEIZED GOODS (PHP)	PHP VALUE (Billions)
2021	38	21,650,588,669.78	21.6B
2022	53	7,685,228,328.53	7.68B
2023	268	25,379,504,262.11	25.37B
2024	16	34,698,479,500.00	34.69B
2025	5	1,401,203,681.00	1.4B
TOTAL	<u>380</u>	<u>90,815,004,441.42</u>	<u>90.815B</u>

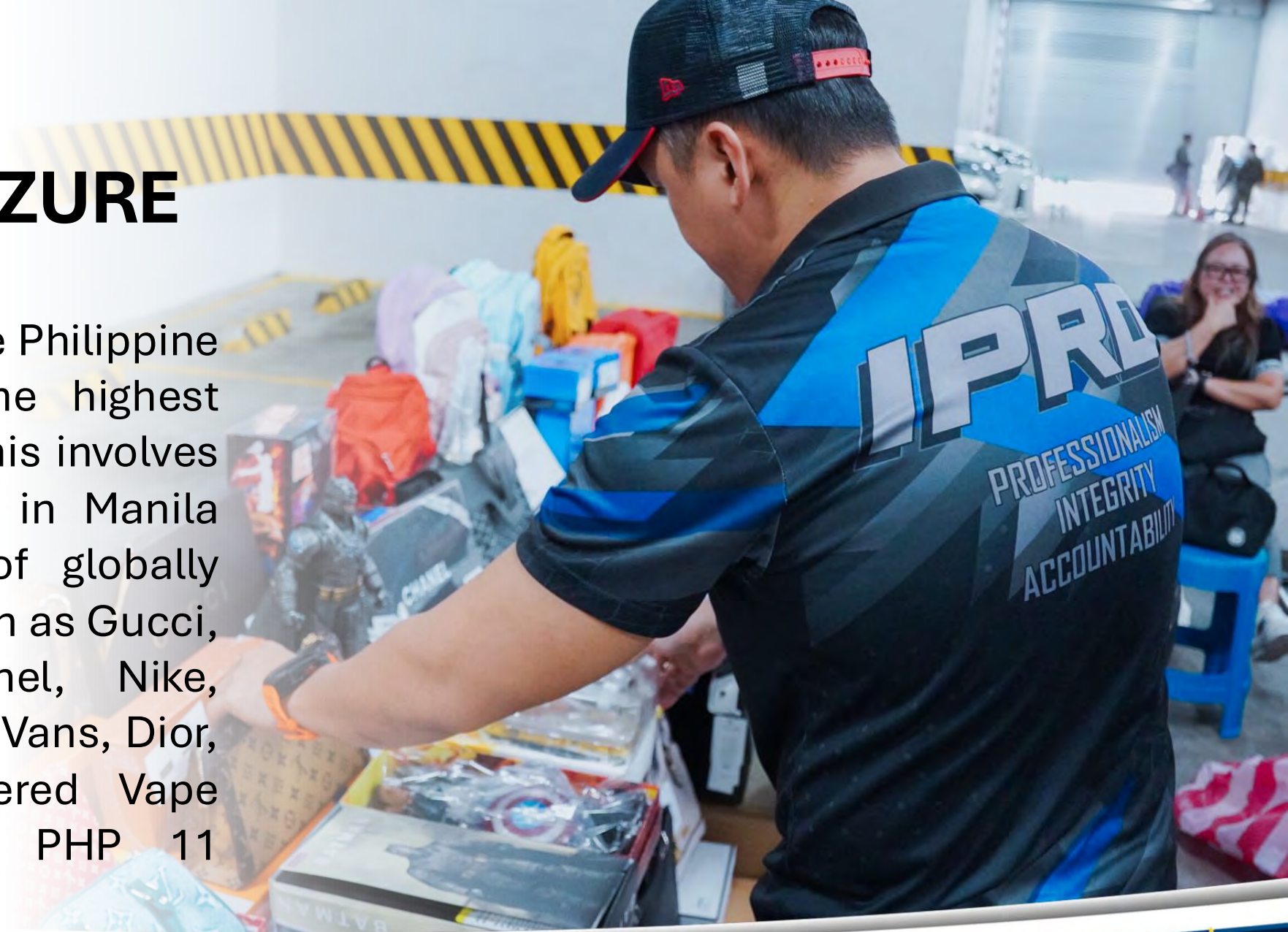


## **IPR PORT SEIZURES (2021-2025)**

Year	NO. OF OPERATIONS	ESTIMATED VALUE (PHP)
2021	13	106,089,909.78
2022	28	675,808,328.53
2023	252	7,991,361,262.11
2024	1	
2025	1	38,638,914.27
Grand Total	<b>295</b>	<b>8,811,898,414.69</b>

# LARGEST SEIZURE

From 2021 to 2025, the Philippine Customs recorded the highest IPR seizure in 2024. This involves a warehouse located in Manila including knockoffs of globally recognized brands such as Gucci, Louis Vuitton, Chanel, Nike, Rolex, Apple, Hermès, Vans, Dior, Guess and Unregistered Vape Products valued at PHP 11 Billion.





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# **COLLABORATION WITH NATIONAL AGENCIES AND PRIVATE ENTITIES**

*Professionalism*

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*Accountability*



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## KEY GOVERNMENT AGENCIES INVOLVED IN ANTI-COUNTERFEITING OPERATIONS



*Professionalism*

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*Accountability*



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## STRENGTHENING COOPERATION WITH BRAND OWNERS AND THEIR REPRESENTATIVES



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## PHILIPPINE CUSTOMS' 1<sup>st</sup> INTELLECTUAL PROPERTY SUMMIT





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## HOLDING OF THE PHILIPPINE CUSTOMS' 1<sup>st</sup> INTELLECTUAL PROPERTY SUMMIT



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# **SUCCESSFUL CASES AND CHALLENGES**

*Professionalism*

*Excellence*

*Integrity*

*Accountability*



The Intellectual Property Office of the Philippines recognized the Philippine Customs in April 2025 for its efforts in enforcing intellectual property rights (IPR).

The Philippine Customs received a citation for attaining the highest number of seizures in the National Committee on Intellectual Property Rights (NCIPR) in 2024 during the Gawad Yamang Isip Awards 2025.

In 2024, the Philippine Customs recorded PHP34.698 billion in seizures, making it the leading contributor to the overall confiscation of IPR-infringing goods. The amount represented 85 percent of the total PHP40.99 billion seized by NCIPR.



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# CHALLENGES

The Philippine Customs faces challenges in IPR protection due to the rapid growth of e-commerce, coordination issues between various enforcement bodies, and a lack of personnel with IPR expertise in ports of entry, among others.

## TRENDS IN THE PHILIPPINES E-COMMERCE INDUSTRY



Social media is becoming a main selling platform



Click and collect omnichannel



E-commerce is marketplace driven



Brands have high expectations for e-commerce enablers



Live shopping is trending



Fashion, cosmetics, FMCG, & electronics will be in the lead

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**END OF PRESENTATION**

**THANK YOU!  
ARIGATOU GOZAIMASU!  
MARAMING SALAMAT!**

*Professionalism*

*Excellence*

*Integrity*

*Accountability*