

EPREUVE ECRITE D'ANGLAIS

Coefficient : 02

Durée : 02 heures

TEXT: The trade of counterfeit goods in Africa

Counterfeiting is the unauthorised representation of a registered trademark carried on goods identical or similar to those goods for which the trademark is registered. The sole purpose is to deceive the purchaser into believing that he/she is buying the original product.

A highly visible influx of counterfeit goods, of various types, is occurring across the African continent. Most of these goods, including clothing, digital video discs (DVDs), compact discs (CDs), Play Station games, designer labels, computer software and pharmaceuticals, are sold across the continent. It might seem harmless to buy a **knock-off** item; after all, the originals are out of reach for most who are longing for a real designer label. This is, however, only the visible side of the illicit trade in fake goods.

There is however, a more sinister side to this illegal industry, with counterfeiting being far more harmful than it appears. By purchasing such goods, one could, for example, be financing organised crime or even international terrorism. In fact, the global counterfeit or pirate products market is more lucrative than the global trade in illegal drugs. The Organisation for Economic Cooperation and Development (OECD) estimated that, in 2005, the global trade in fake or pirated goods was worth around US\$ 200 billion.

As the global trade in counterfeit goods is growing, Africa is increasingly being targeted as a market for counterfeit merchandise. Recently, a new trend has also emerged – Africa is being used as a transit route for fake goods, which poses an indirect threat to European and American markets, too. Counterfeit products are not produced to any significant degree in Africa. These products are mostly imported from Asia, and particularly China. As such, Africa is fast becoming a dumping ground for knock-off goods. A very high percentage of counterfeit shipments from China are destined for Africa, either directly or via ports such as Karachi, Dubai or Hong Kong, in an effort to reroute the products so that their country of origin can be disguised.

The problem of fake goods is increasingly serious and the continent is fast becoming 'fair game' for counterfeiters and it is hurting the continent's population and economy. Counterfeiters undermine innovation, which is a vital ingredient of entrepreneurship and economic growth. More importantly, in a state where counterfeiting is rampant, a country

quickly gains a reputation as a safe haven for criminals, with dire consequences to the reputation of the particular country.

Buying fakes is not innocent. Crime syndicates thrive on the trade to keep their illicit activities going. With the African market in fake goods expanding, one can expect criminal syndicates strengthening their foothold across the continent. This means that governments will have to invest more in law enforcement, and in so doing divert much needed resources away from human development endeavours.

Richard Meissner.polity.org.za 4th August. 2010. Adapted

VOCABULARY:

knock-off : fake; counterfeited

I. COMPREHENSION QUESTIONS (14 POINTS)

- 1) Give the definition of counterfeiting basing on the text. (2 points)
- 2) According to the text, why do most people buy counterfeit products in Africa? (3 points)
- 3) What is a menace to European and American markets according to the text? (3 points)
- 4) According to the text, how do fake goods made in China arrive in Africa? (3 points)
- 5) Give the importance of innovation basing on the text. (3 points)

II. PARAGRAPH WRITING (6 points)

Give two (2) economic drawbacks of counterfeiting for your country. In a paragraph of sixty (60) words, justify your answer.