

Foreign Ministry of Beyaria

Country Background:

Beyaria is an urbanized country with a population of 85 million people. The economy is primarily service and industry based with a significant portion of jobs and revenue coming from fashion retailers and designer houses. The government is structured as a liberal democracy and unitary parliamentary republic led by a president and a prime minister. Beyaria is an active member of the United Nations, the **World Trade Organization (WTO)**, and the **Agreement on Trade-Related Aspects of Intellectual Property (TRIPS)**, and is a participant in the ongoing **Anti-Counterfeiting Trade Agreement (ACTA)** discussions.



Beyaria is particularly committed to protecting **intellectual property rights** – fashion retailing is an important part of its economy. Monrui, a well-known clothing brand native to Beyaria, produces apparel in high demand worldwide. Designer fashion is expensive, however, and counterfeiters often target it. Beyaria has committed advertising and law enforcement efforts to prevent production and purchasing of counterfeit goods. Beyaria has seen the sales of the brand Xpensive, created by Monrui, decline as a growing number of consumers purchase counterfeit Monasa goods.

Border control agents recently confiscated large shipments of counterfeit Monrui look-alikes, labeled Monasa, coming from Ekara into Grenesia en route to Beyaria. Although Beyaria has established **intellectual property rights** agreements with Ekara, it suspects that Ekara has violated these agreements by sharing manufacturing designs with Grenesian factories. Beyaria believes it is possible that these counterfeit products are produced in both Ekara and Grenesia. These counterfeit products threaten the success and legitimacy of high fashion brands such as Monrui.

Beyaria's government is dedicated to enforcing laws that protect **intellectual property** and labor rights. It is concerned that designers may no longer choose to be based in Beyaria if those rights are not protected. It has worked hard to reduce consumer demand with some success within its borders through a partnership with an NGO that combats product counterfeiting and piracy. The Society Against Labor Endangerment (SALE) has worked with hundreds of companies in Beyaria to address labor violations. SALE hopes to further educate consumers on how to identify counterfeit products and help law enforcement limit criminal activities.

Opening Position:

- You want **SALE** to continue their assistance and support in the country and encourage its expansion to other countries like Ekara and Grenesia.
- You want the **WTO** to work with you to encourage countries in the region to take a stronger role on protecting **intellectual property rights**.
- You want Ekara to control its border through better policing and stronger penalties for counterfeit trade violations.
- You want Grenesia to become a member of the **WTO** to encourage compliance with trade laws.

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Questions to Consider:

- What should Beyaria do to keep counterfeit trafficking from occurring at its borders?
- Are there other goals that SALE might help Beyaria accomplish?
- How can the **WTO's** involvement be leveraged with neighboring countries?
- Why might Ekara be reluctant to control its border?
- How would you influence Grenesia to become a member of the **WTO**?
- Is there a method of addressing the demand for counterfeit products within the borders of Beyaria?
- Would Xpensive and other Beyarian international manufacturing companies be open to working with SALE to address working conditions in overseas factories?

