



HALLIDAY FINCH

2020

B R A N D P R O T E C T I O N



HALLIDAY FINCH

The world's leading brand protection firm with offices throughout Africa, the Middle East and the Russian Federation. They have a proven track record of over 3000 brand protection investigative actions a year. Their clients are global companies eager to protect their incredibly valuable brand equity.

With offices in the United Kingdom, Nigeria, Kenya, South Africa, Mauritius, Russia and the Commonwealth of Independent States (CIS) this ensures complete coverage for our clients.

The Halliday Finch team are qualified and extremely experienced brand protection investigators with superb relationships with officers in the various law enforcement agencies in the countries in which they operate; most are ex senior police officers.



BRAND PROTECTION

Halliday Finch employees are signatories to the Foreign Corrupt Practices Act (FCPA) and the United Kingdom Bribery Act (UKBA)

AT HOME WITH BRAND PROTECTION



HALLIDAY FINCH

Operating for 15 years and now in over 40 countries; we have a wealth of market, investigative and legal experience.

Counterfeit products have infiltrated the worlds' markets; a result of highly brand conscious, yet low income urban populations. The demand for counterfeited goods grows by the day and with little effective law enforcement deterrents, it is destined to outgrow legitimate sales in certain sectors in the very near future.

The key to the Halliday Finch success is their relationship with Law Enforcement Agencies – we add technical capacity to their investigations, ensuring we make their job to enforce the law as simple as possible.



"we'll protect your brand as if it were our own"

- Sam Mattock, Global Managing Director - Halliday Finch

PROTECTING YOUR BRAND



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Halliday Finch takes pride in offering a very clear return on investment for their clients. Measured by the cost of an enforcement against the seizure value, they aim to achieve a minimum return of six times your investment. In most cases they far exceed this.

Halliday Finch provide:

- A deep understanding of counterfeited and illicit trade across the globe
- An internationally qualified team of brand protection and IP specialist investigators with unique country knowledge
- In-house core competencies such as investigation leadership, IPR country specific legal-council, multi-industry sector knowledge and specialised surveillance operatives
- Strong global partnerships with internationally accredited Agencies such as the ICEE, IACC, UNODC and WCO
- Solid relationships with the National Justice Departments and Law Enforcement Agencies in all of our countries of operation



Halliday Finch has a team of over 120 investigators and support staff, including a legal team on standby in each country.



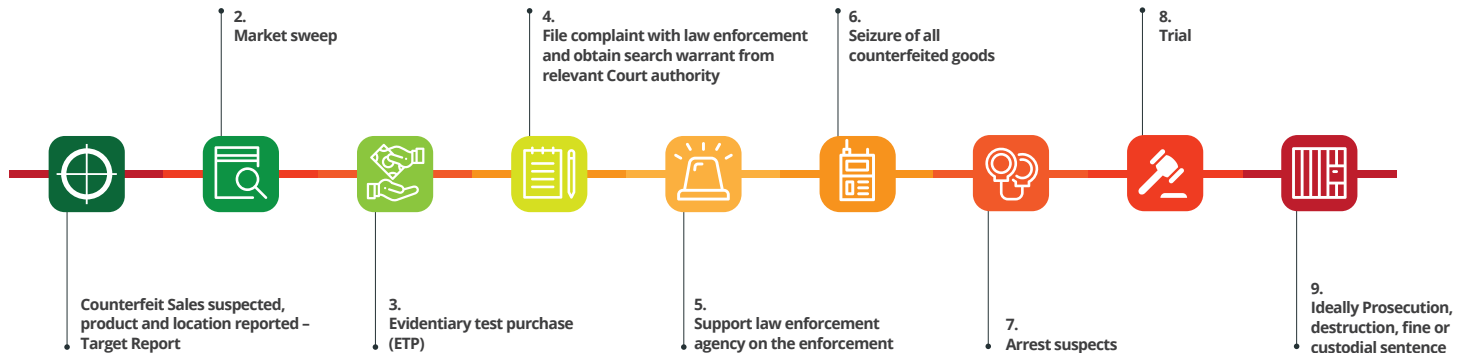
OPERATIONAL FLOW

From suspicion to prosecution,
we manage every element
of the process

OPERATIONAL METHODOLOGY

Halliday Finch's Brand Protection methodology
is market intelligence and evidence led.

Our specialist investigators, trained Brand Protection Officers as well as certified product experts work hand in hand with the law enforcement agencies and acquire actionable intelligence, identify counterfeited goods, carry out legally sanctioned seizures and follow up with a prosecution in a court of law.



PORTWATCH



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Portwatch is a managed market intelligence service that identifies and reports counterfeited and illegal importation of branded goods at the Sea and Air Ports, stopping the goods before they even make into the market.

The programme has 3 core components to disrupt:

- Halliday Finch regularly train a network of Law enforcement agents to identify suspected counterfeit branded products prior to and upon landing at the port of entry. If in any doubt, the customs officer contacts Halliday Finch
- The Halliday Finch Tactical Operations Centre (TOC) is manned 24/7, 365 days a year. When a customs officer calls, a 9 point information template is completed
- The TOC team sends a time sensitive report to the client to determine the next course of action



BRANDS WE LOVE



HALLIDAY FINCH
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