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COURSE BROCHURE

Counterfeit Goods Prevention in Supply Chains Training Course

8 – 12 February 2027
Casablanca

Counterfeit Goods Prevention in Supply Chains Training Course

Ref: 2758_105435 **Date:** 8 – 12 February 2027 **Location:** Casablanca **Fees:** 4500 GBP

Counterfeit Goods Prevention in Supply Chains is a 1-week training course for supply chain, quality and brand protection staff who must stop fake parts and products entering their flows, ending with a counterfeit risk control plan for one product line. Fakes now reach buyers through brokers, online marketplaces and grey-market resellers. The course is delivered by Jupiter Prime Training.

Why Counterfeit Goods Prevention in Supply Chains Matters Now

Three pressures drive this subject. Sourcing has spread across more tiers, brokers and online channels, so a single unvetted reseller can introduce fake electronic components, medicines, spare parts or cosmetics. Customers and authorities expect firms to prove where each unit came from, which pushes serial numbers and scan records into daily operations. A firm that controls its entry points keeps faulty goods away from patients, aircraft and consumers; one that does not faces recalls, liability claims and lost trust. The course rests on established supplier qualification practice, traceability methods and incident handling routines, described in general terms.

Who Gains Most from Counterfeit Goods Prevention in Supply Chains

- Buyers and sourcing staff responsible for approving distributors, brokers and alternative sources
- Quality inspectors who check incoming goods, certificates of conformity and suspect items
- Brand protection staff who monitor marketplaces, test purchases and takedown requests
- Warehouse and distribution staff who handle returns, serial scans and quarantine stock
- Product and packaging specialists who choose labels, seals and authentication features

Manufacturers, distributors and pharmaceutical or spare-parts suppliers gain most when buying, quality and brand protection staff attend together.

Counterfeit Goods Prevention in Supply Chains Capabilities

Participants trace how fakes slip in through sourcing gaps, returns and resale.

- Assess distributors and brokers against authorised-source criteria — supplier approval decisions
- Specify serial number and scan points along the product route — traceability investment
- Test incoming goods with visual, document and lab checks — quarantine and release decisions
- Weigh overt, covert and digital packaging features — packaging and cost choices
- Design an escalation route for suspect items — legal, quality and customer teams

- Build a control plan for one product line — operations and brand owners

Key Counterfeit Goods Prevention in Supply Chains Terms

- Authorised source — a manufacturer or distributor with a documented right to supply genuine stock of a given product.
- Grey market — genuine or fake goods sold outside the owner's approved channels, often with weak origin records.
- Serialisation — giving each saleable unit a unique code that can be checked against a central record.
- Track and trace — recording each scan of a serialised unit so its route and current holder can be verified.
- Overt feature — a visible authentication mark, such as a hologram or colour-shift ink, that staff can check by eye.
- Quarantine — the physical and system hold placed on suspect goods until their status is confirmed.

Counterfeit Goods Prevention in Supply Chains Day by Day

Day 1: Counterfeit Threats and Entry Points

- Counterfeit, Diverted and Tampered Goods — Telling the Threats Apart
- Entry Point Mapping Across Tiers and Channels — Where Fakes Enter
- Product Risk Ranking by Harm and Value — Where to Focus Controls
- Online Marketplace and Reseller Patterns — Channel Monitoring Priorities
- Counterfeit Case Studies From Electronics and Medicines — Lessons for Buyers

Day 2: Supplier Vetting and Authorised Sourcing

- Authorised Source Lists and Distributor Agreements — Approved Purchase Routes
- Broker and Independent Distributor Checks — Exception Purchase Approvals
- Certificates of Conformity and Origin Records — Document Fraud Signals
- Supplier Site Audits and Traceability Clauses — Contract Protection Terms
- Obsolete Part Shortages and Alternative Sources — Safe Last-Time Buys

Day 3: Serialisation and Track and Trace

- Unit Serial Codes and Aggregation Levels — Case and Pallet Linking
- Scan Point Design From Factory to Shelf — Verification Coverage
- Central Code Registers and Duplicate Alerts — Detecting Cloned Codes
- Returns and Reverse Flow Verification — Stopping Fakes Re-Entering Stock
- Traceability Data Sharing With Partners — Access and Accuracy Rules

Day 4: Packaging Authentication and Incident Response

- Overt, Covert and Forensic Features — Matching Protection to Risk
- Tamper-Evident Seals and Label Control — Securing Print and Waste
- Incoming Inspection and Suspect Item Testing — Quarantine Triggers
- Suspect Counterfeit Reporting and Escalation — Who Decides and When
- Recall, Customer Notice and Takedown Steps — Containing the Damage

Day 5: Practising the Counterfeit Risk Control Plan

- Applying Entry Point Mapping to a Chosen Product Line — Priority Gaps
- Applying Supplier Vetting Rules to Current Sources — Approval Changes
- Applying Scan Points and Packaging Features — Control Coverage Review
- Control Effectiveness Measures and Audit Checks — Ongoing Assurance
- Counterfeit Risk Control Plan — Owners, Controls and Response Steps

Applying Counterfeit Goods Prevention in Supply Chains After the Course

- Review recent purchases outside authorised sources for one product family and flag those lacking origin records.
- Run a mock suspect-item incident with quality, buying and legal staff to test the quarantine and escalation route.

Counterfeit Goods Prevention in Supply Chains Questions FAQ

What is Counterfeit Goods Prevention in Supply Chains and why does it matter now?

It is the set of sourcing, traceability, packaging and response controls that keep fake products out of a supply chain. It matters now because more tiers and online channels give counterfeiters easier routes to buyers.

Which roles gain most from Counterfeit Goods Prevention in Supply Chains training?

Buyers, quality inspectors, brand protection staff, warehouse staff and packaging specialists gain most.

How does Counterfeit Goods Prevention in Supply Chains differ from an intellectual property law course?

It focuses on operational controls in sourcing, warehousing and packaging rather than on registering and enforcing rights in court.

What do you bring back from Counterfeit Goods Prevention in Supply Chains training?

You bring back a control plan for one product line, listing entry points, supplier rules, scan points, packaging features and response steps, each with a named owner.

Counterfeit Goods Prevention in Supply Chains: The Way Forward

The counterfeit risk control plan first informs which sources stay approved for the chosen product line and where scan points are added. Buyers, quality inspectors and brand protection staff use it to coordinate checks and escalation. After the first suspect incident or audit, revisit its packaging features and entry point ranking, since counterfeiters adapt quickly to the controls they meet.