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**LAZADA GROUP TAKES LEAD AND PARTNERS BRANDS TO LAUNCH FIRST
SINGAPORE-BASED ECOMMERCE ANTI-COUNTERFEITING CONSORTIUM FOR THE REGION**

The consortium aims to establish the development of best practices and standards on intellectual property rights protection in eCommerce with an online directory that will provide easy access to information for the public and interested stakeholders

SINGAPORE, 7 SEPTEMBER 2022 – In conjunction with IP Week @ SG organized by the Intellectual Property Office of Singapore (IPOS), Lazada came together with leading brands, including HP Inc. and BMW, to announce the launch of Southeast Asia’s first eCommerce anti-counterfeiting consortium: The Southeast Asia eCommerce Anti-Counterfeiting Working Group, also known as the SeCA Working Group. Singapore intellectual property law firm Robinson LLC coordinated the efforts.

In its composite declaration, the consortium commits to collaborating with all relevant stakeholders to address rapidly evolving issues of counterfeit trade in online retail, and to support each other (participating platforms on one hand and brand owners on the other) in their intellectual property rights (IPR) and consumer protection efforts in the eCommerce environment.

The idea for a consortium was first conceived in 2021. As the leading eCommerce platform in Southeast Asia, Lazada observed that the COVID-19 pandemic had accelerated the need for collaboration and coordination on online IPR protection issues between IPR owners and eCommerce platforms. This led to a proposal by Lazada at an industry fireside chat group in May 2021 to facilitate open and constructive dialogue and information exchange between IPR owners and eCommerce platforms. Participants at the inaugural industry fireside chat event included HP Inc., Kering Group, P&G, BMW, Pharmaceutical Security Institute and SNB-REACT, who are now the founding participants in SeCA Working Group.

At its launch event, the SeCA Working Group also unveiled plans to provide an online directory, accessible at secagroup.org, which will house the respective intellectual property rights (IPR) protection policies, programs, tools and resources offered by Lazada to support IPR owners in their efforts to manage and deter IPR-infringing activities on the participating platforms. It will also serve as an accessible repository to educate the public on IPR protection matters online. For example, Lazada will be sharing its best practices pertaining to platform terms of services, IPR infringement reporting and removal mechanisms, and IPR awareness building amongst its merchants.

Alan Chan, Chief Risk Officer of Lazada Group, said, “At Lazada, we are committed to maintaining high standards of IPR protection on our platform so as to foster a trusted and safe eCommerce environment. We are proud to be a founding participant of the SeCA Working Group, and look forward to playing an active role in driving progress as well as development in IPR protection standards and industry-wide awareness. Together, we can build a sustainable and fair eCommerce ecosystem for all participants across Southeast Asia.”

“We are pleased to coordinate and partner with leading eCommerce platform Lazada and other partners to launch the SeCA Working Group and introduce the group’s first project: the secagroup.org online directory. As eCommerce continues to be a key growth driver of the digital economy, businesses will need to pay more attention to IPR protection and counterfeit trade issues,” said Cyril Chua, Founder and Managing Partner of Robinson LLC. “We hope that this directory will lay a strong foundation for the future development



of consensus on industry best practices and adoption of voluntary standards in the area of IPR protection across the eCommerce industry.”

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About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 10 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

With a vision to achieve USD100 billion annual GMV, Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses.

In 2022, the Lazada Foundation was set up to empower youths and women for the digital future, close the gender digital divide and uplifting communities by creating positive impact. More information can be found here <https://group.lazada.com/en/foundation/>.

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