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Гаркушина О.Н,

Поклад В.С.

[garkusinaolesa67@gmail.com](mailto:garkusinaolesa67@gmail.com),

[poklad.victoriya2003@yandex.ru](mailto:poklad.victoriya2003@yandex.ru)

Россия, Ростов-на-Дону

Ростовский филиал Российской таможенной академии

**Дышекова О. В.**, к. ф. н., доцент – научный руководитель

Аннотация. Данная статья посвящена проблеме распространения рынков контрафакта в России, анализу методы борьбы с контрафактной продукцией и предложению путей решения проблемы. Также, в статье представлена динамика контрафактной продукции, выявленной таможенными органами в России.

Ключевые слова: рынок контрафактных товаров, контрафактные товары, таможня, контроль, защита рынка.

ПРОБЛЕМЫ РЫНКА КОНТРАФАКТА В РОССИЙСКОЙ ФЕДЕРАЦИИ

**Garkushina Olesya Nikolaevna,**

**Poklad Victoriya Sergeevna**

[garkusinaolesa67@gmail.com](mailto:garkusinaolesa67@gmail.com),

[poklad.victoriya2003@yandex.ru](mailto:poklad.victoriya2003@yandex.ru)

Russia, Rostov-on-Don

The Rostov branch of the Russian Customs Academy (RCA)

**Dyshekova O. V.,** Associate Professor of  Department of Foreign Language, assistant professor – scientific director

Abstract. This article is dedicated to the issue of the spread of counterfeit markets in Russia, analyzes methods of combating counterfeit products and suggests solving ways of problems. The dynamics of counterfeit products detected by customs authorities in Russia is presented.

Keywords: Counterfeit goods market, counterfeit goods, customs, control, market protection.

PROBLEMS OF THE COUNTERFEIT MARKET IN THE RUSSIAN FEDERATION

Today, the issue of distribution of counterfeit products is one of the main problems on the economy market. Currently, in Russia, as well as all over the world, a huge number of counterfeit goods are produced, which generally worries trademark holders. According to the report of the European Commission, Russia ranks second in the world in the production of counterfeit product. alcohol, cosmetics, clothing and shoes, food, as well as medicines are most often forged both in Russia and around the world.

It is difficult to misrepresent the impact of counterfeit products on the global economy — according to the most conservative estimates, the volume of the Russian market of counterfeit products is 2.5 trillion rubles a year, the global market is 500 billion dollars.

What stimulates the growth of counterfeit products?

1. The quality of counterfeit products continues to improve in terms of its packaging composition;
2. The segmentation of the counterfeit products market in relation to trade formats has increased;
3. counterfeit streams are "hiding" behind streams of original products;
4. moving the flows of counterfeit products and parallel imports to the Internet.

To sum up, dealers of counterfeit products, without paying taxes and excise taxes, gain a huge competitive advantage. This is a big problem that needs to be solved as soon as possible. According to statistics, the number of counterfeit goods exceeded 4.6 million units only in the first quarter of 2022, in connection with which 187 cases of administrative offenses were opened, the damage from which could cost more than 870 million rubles.

It is important to understand that in order to prevent the transportation of counterfeit products, the participation of third parties (business representatives, companies) is also necessary, who are able to report the possibility of such an event using the personal account on the FCS website, so that the reaction of the customs authorities will be timely and accurate.

Of course, the main purpose of the Federal Customs Service is to protect the economic security and sovereignty of the state, as well as control and regulation of the movement of goods inside and outside its borders with the use of all necessary measures, including the payment of duties and fees.

Today, government agencies have already taken a number of systemic measures that have proved to be very effective.

FCS employees check the availability of documents confirming the granting by the copyright holder of the right to use a trademark, copyright object and other intellectual property objects.

Thus, we are witnessing an effective struggle to counteract the contract goods of the Federal Customs Service of the Russian Federation, as the statistics also tell us.

Counterfeit goods pollute the domestic market, which violates the integrity of trade turnover and leads to an imbalance in the economic system of the state. That is why measures to counteract counterfeit products are being improved every day, and the valiant employees of the Federal