

---

## Foreword

---

Among the challenges facing international business, combating illicit trade ranks very high. From where I sit, as an international trade lawyer in a law firm in Washington, DC, I talk with clients every day about the challenges they face: complying with government regulations, avoiding the risks of corruption in certain countries, eliminating human trafficking and labor violations from their supply chains, preventing diversion of sensitive technology, not being a victim of money laundering schemes, and counterfeiting and illicit trade in their products or industries.

Illicit trade distorts the global economy and diverts important investment dollars away from growth and innovation. The cost to international business is well-known to be underreported – as with cyber attacks (indeed another form of intellectual property theft through exfiltrations), companies are reluctant to share the full scope and impact of illicit trade, for fear of copycats and further reputational damage. As an editor of a global trade journal, I have surveyed the range of participants in the global illicit trade battles. And from my perspective in Washington, I hear the concerns clients express and the too often expressed limitations of government.

Hearing this first hand, I know how important it is to find solutions. Counterfeiting and illicit trade are, unfortunately, a fact of life for international business. In this book's editor, Dr. Chaudhry, or, as I know her, Peggy, these issues have a champion; she is someone who is passionate about finding solutions and minimizing the impact of illicit trade.

I've known Peggy for many years. I know her work well. I've published her writings in the journal I edit, and we have presented together on these issues, discussed important developments, and debated government policy and consumer behavior; she has been a lifelong student of these issues. Few are as well qualified to prepare a book such as this. She has the broad knowledge of the critical issues, combined with the hardheaded practical focus needed to address the challenges. With good humor and common sense, she has always charted a path through the thicket of distractions and smokescreens too often in the way of real progress on these issues.

I am encouraged to see the breadth of the topics covered in this book. Chapter 4, on combating trade-based money laundering, and an entire section on the internet and social media illustrate that this work is at the leading edge of issues facing business. A comparison of government approaches, from the United States, to Mexico, and even China, promotes cross-jurisdictional learning, leading to cooperation that is so important. Of course no one size fits all, and the issues facing pharmaceuticals (Chapter 8), luxury goods (Chapter 9), and tobacco (Chapter 10) vary, but side by side the analysis shows the common challenges faced, as well as the special industry issues. And, as so much of Peggy's work has done, she has selected important contributions on the role of the consumer, and others, in this effort.

Designing a strategy to tackle illicit trade requires every bit of support available, and few are as well placed as Peggy to provide this resource. Anyone in the trenches in this

war will need this book. Anyone who wants to understand the challenges that companies face, the sheer scale of the fight that is waged everyday across the world, will need this book.

Jeffrey L. Snyder  
Washington, DC  
Partner, International Trade Chair  
Crowell & Moring LLP  
General Editor, *Global Trade & Customs Journal*,  
Kluwer Law International