Jack Ma reopens debate on fight against counterfeiting

By Bruno Joly - June 15, 2016

Jack Ma, the head of Alibaba (and Tmall, Taobao, etc.) has once again stoked up the debate on the fight against counterfeiting. According to Bloomberg, on the occasion of an investors' day at his headquarters in Hangzhou, 200 km from Shanghai, he suggested that "the problem is that counterfeit products manufactured in China are of a better quality and are cheaper than those by recognised brands."

The US news agency explained that it is often the case of sub-contractors swiftly launching on the markets models that are identical to those of their clients. "They are the same factories," commented Jack Ma, adding that intellectual property stops when supply chains cannot be fully controlled.

In mid-May, the anti-counterfeiting coalition withheld membership to the Chinese e-commerce giant, often accused of helping counterfeit products being easily sold in China.

The country's biggest e-retailer promised to fight against fakes, but several brands reckon the problem is by now extremely widespread, especially on the highly popular Taobao website. The Michael Kors label depicted Alibaba as "the greatest trading platform for counterfeit products the world has ever known."

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