





creativity
heritage
innovation
passion
diversity
style
enthusiasm
excellence
courage

creativity
heritage
innovation
passion
diversity
style
enthusiasm
excellence
courage

Italy is simply extraordinary.



“Made in Italy”, our strength, our pride



20
23

The successful combination of values and quality, the result of the long path of growth and affirmation of the “Italian System” worldwide.

Domestic products – both objects of design or non-tangible goods – continue to attract and set trends all over the globe on account of the fact that, beyond the techniques adopted to make them, they embody a concrete expression of an invaluable heritage: creativity, passion, meticulous eye for detail, exquisite aesthetic sense, and the ability to innovate while remaining faithful to traditions. These elements, together, contribute to the concept of Italianness, which is an outstanding characteristic of our products, an index of quality and reliability. We wanted to celebrate its success by dedicating the 2023 edition of our Calendar to Made in Italy, with the collaboration, on the one hand, of one of the greatest masters of fashion, a universally recognized icon of style, a symbol of Italian talent, flair and genius, Giorgio Armani; and, on the other, of a very qualified and valuable National Body, which is fundamental for the promotion of tricolor beauty, the Italian Trade Agency – ITA (ICE).

Italianness! An immeasurably valuable asset that must be defended with steadfastness and determination.

Which, in practical terms, means protecting national companies and their trademarks, patents and excellence, from all forms of imitation, counterfeiting, usurpation or plagiarism.

The attention on this front is high priority for Italy. The Guardia di Finanza, alongside honest economic operators, is strongly committed to preserving our country’s productive realities from the pitfalls of “fake”. Countless investigations have been carried out by our Departments, with a very specific underlying objective: tracing back the “chains” of counterfeiting in order to prosecute its promoters and organizers, and also to disarticulate the covert production centers and their storage depots, that are often run in the territory by real criminal syndicates.

While doing so, we also aim to neutralize all the serious manifestations of illegality intimately connected to the counterfeiting phenomenon: shadow economy, money laundering, and the use of undeclared, or even child labor. These are unlawful acts that frequently ramify on an international scale, which the Corps counteracts through its own units at ports and airports, or on the territory and, in foreign countries, also through the support provided by its network of “Attachés” and Liaison Officers.

What is certain is that in the “battle” to defend the authenticity and reputation of Italian products, nothing is more valuable than a widespread and structured work of prevention. This must be promoted, first and foremost, right from the classroom, so that young people can understand how high the stakes are. Because – again – Made in Italy is not simply a brand, but a concentrate of history, culture, traditions, wits, technological innovation and craftsmanship.

Hence, this is what clearly emerges from the pages of the 2023 edition of our Historical Calendar: a genuine tribute to Made in Italy, to honor those who create it, promote it, and defend it.

COMMANDER GENERAL OF ITALIAN GUARDIA DI FINANZA

Gen. C.A. Giuseppe Zafarana



20
23



“Made in Italy”

Despite not being itself a true brand, the notoriety status achieved by Made in Italy is comparable to that of major brands worldwide and represents a strategic asset for companies that can boast of it and, at the same time, are responsible for guarding its value.

The actions of the Guardia di Finanza contribute to ensuring the conditions of legality for the development of the Italian productive sector, which is increasingly exposed to illicit phenomena and criminal interests, also considered the particular economic period.

This Calendar summarizes the different areas of day-to-day activities that the Corps carries out to protect this precious reality.

creatività

الإبداع

创造

יצירתיות

créativité

創造性

रचनात्मकता

criatividade

Креативность

creatividad

kreativität

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Guardia di Finanza

supporting enterprises
and the production chain



In an era when many products are being imitated (ranging from clothing to medicines and cosmetics, from foodstuffs to designer items, from toys to mechatronics items), the protection of Italian quality products becomes a priority and a strategic objective.

The Corps' commitment to support honest citizens and businesses is of paramount importance. It is geared on the one hand to protecting the health and safety of consumers and to safeguarding the product market, and on the other hand to detecting the often international malfeasance that is linked to the counterfeit industry, such as tax and contribution evasion, labor exploitation, illegal immigration and money laundering. These are the conducts that the Guardia di Finanza, in its economic and financial police role, has always been called upon to tackle, in order to ensure better support against unfair or prohibited business practices for all operators in the production chain.

There are several particularly effective tools in the regulations to defend authentic products.

It is possible today to rely on the so-called "controlled deliveries", simulated purchases, also on the Internet, undercover operations, omissions or delays in law enforcement acts, and other special operations.

The main goal of the Corps' Departments is to deprive organizations dedicated to "forgery" of the economic resources necessary for their survival. Seizure – including

seizures for equivalent value – of movable property, real estate, and financial assets accumulated with the profits from these illegal activities is the most incisive measure to achieve this end.

Lastly, our legislation provides the measure of "confiscation based on disproportionality", i.e., the possibility of seizing, from the perpetrator, assets that are "disproportionate" to his or her declared income, the legitimate acquisition of which he or she cannot justify.



January

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

patrimonio

التراث

遗产

מורשת

héritage

遺産

विरासत

patrimônio

Достояние

patrimonio

kulturgut

he. ri tage



20
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February

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

March

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

*On the territory,
to serve the citizen*



The Guardia di Finanza carries out its functions in order to prevent any batches of counterfeit clothing, toys that are unsafe for children or food of uncertain origin from being placed on the domestic market. Furthermore, it is necessary to take the utmost care so that those who own industrial patents and use intellectual work are assured the right to benefit from them.

In this regard, the presence on the territory is ensured along three lines:

- the surveillance of customs, port and airport areas to detect trafficking of illegal goods from abroad, also in synergy with the Offices of the Customs and Monopolies Agency;
- economic monitoring of the territory, sea and airspace to observe the dynamics of goods movement and cope with the phenomena of illegal trade and small-scale retail;
- investigative activity specifically aimed at reconstructing the entire supply chain and identifying the assets of counterfeiting organizations.

The combined implementation of these intervention strategies allows to intercept illegal goods and, more importantly, to reach the production, supply, and distribution units of the "counterfeit chain", thus being able to disrupt the supply channels and related financial flows on which the fraud organizations rely.



innovazione

التَّجْدِيد

创新

חדשנות

innovation

革新

नवीनता

inovação

Иновация

innovación

innovation

innovation



20
23

Prevention



Today, prevention is one of the most effective tools for the protection of Made in Italy. It appeals to consumer awareness and thus prevents the phenomenon – which is already in itself inconvenient for the proper balance of markets – from also leading to negative health consequences.

In fact, are people who buy a non-authentic product always actually aware that they are helping to enrich criminal organizations and exposing themselves to real health risks as well?

Do they also realize that counterfeiting integrates multiple illegal conducts, such as illegal labor, tax evasion, illegal immigration, money laundering, and public supply fraud, all in disregard of consumer health and safety?

In order to foster this kind of reflections, the Corps promotes many awareness campaigns for schools as part of its legality education initiatives, with the assistance of other institutional bodies.

For example, in October 2019 – before the pandemic spread – under the aegis of the National Council for the Fight against Counterfeiting and Italian Sounding (CNALCIS), the first “Day of the Fight against Counterfeiting for Students” was organized at the Cadet Legion in Bari, Italy, which was attended by 900 students from secondary schools and virtually by several Italian schools abroad based in Chicago, Buenos Aires, Madrid, Istanbul and Zurich.

The second edition of the initiative was held in October 2022 at the Bergamo Academy.



April

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Anti-counterfeiting information system (S.I.A.C.)

Precisely within the framework of prevention and in an effort to foster a direct confrontation between the Guardia di Finanza, citizens and companies, the Anti-Counterfeiting Information System (S.I.A.C.) has been active since 2014 at <https://siac.gdf.it>. The application provides, among other things, indications and practical advice on how to avoid buying counterfeit or dangerous products. Furthermore, it allows industrial property rights holders who are registered on it to share information regarding their products that have been affected by counterfeiting, in order to make the control system more efficient and even more punctual.

May

MON	TUE	WED	THU	FRI	SAT	SUN
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

passione

الشغف

激情

תשוקה

passion

情熱

जोश

paixão

Увлечение

pasión

leidenschaft



pa.
SSION

LA GUARDIA DI FINANZA



A TUTELA DEL MADE IN ITALY



Giorgio Armani

diversità

التنوع

多元

מגוון

diversité

多様性

विविधता

diversidade

Разнообразие

diversidad

verschiedenheit



diversity

June

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2



20
23

Future through digital economy

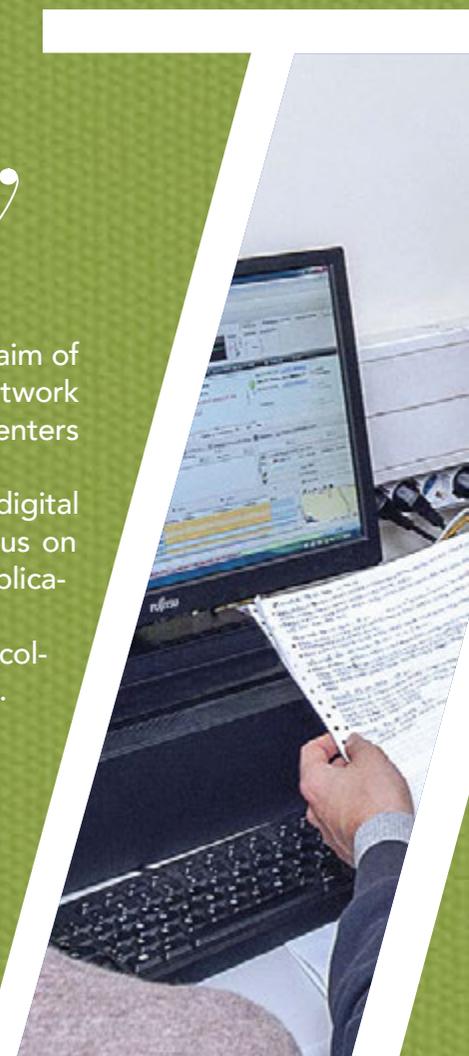
The Corps' defense of Made in Italy is also extended to web monitoring, with the aim of identifying those who are hiding behind non-regulatory sites or behind social network profiles featuring ads for sale, and then tracing back the production and storage centers where the products being sold are often purposely located in different countries.

This is how the Guardia di Finanza supports the digital enterprise and with it the digital transformation of productive activities in favor of sustainable growth, with a focus on small and medium-sized enterprises, social inclusion, and the development and application of innovative technologies.

Tricky contexts, indeed, in which collaboration with industry stakeholders, foreign collateral bodies and e-commerce platforms themselves takes on particular relevance.

The work done by Guardia di Finanza's agents on the web is ongoing and includes the dark web as well.

The intent is not only to take down illegal sites but also to identify those responsible and seize illicit profits; results, these, often achieved through the use of international cooperation instruments.



stile

الأسلوب

风格

סגנון

style

スタイル

शैली

estilo

Стиль

estilo

stil

STYL
style
le



July

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

August

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

20
23



Our commitment

In the time period from January 2021 to May 2022, Corps' Departments carried out more than 16,000 operations and executed 2,900 proxies from the Judicial Authority, resulting in the eradication of about 565 million illegal items from the market: counterfeit products, but also products with false Made in Italy indications or, again, not in line with safety standards. Furthermore, many food products bearing false trademarks or untrue indications of origin and quality were seized. About 7,000 people have been reported, while more than 1,850 charges have been pressed against buyers who were aware of the non-originality of the products (a penalty ranging from 100 to 7,000 euros is imposed on them).

The goal behind all the activities carried out in the field is to reconstruct the "counterfeit supply chains". This is proven by the fact that the vast majority of counterfeit goods (91.3 percent), intercepted in the domestic territory by Finanziere units, were seized at stages other than import, outside customs, port and airport gates.

Over the same period, the action of the Italian Armed Forces to protect consumers was also geared toward preventing the marketing of personal protective equipment that did not comply with national and EU regulations.

More than 130 million masks and personal protective equipment and thousands of liters of sanitizers (sold as disinfectants) were seized in this operational segment, as well as hundreds of people were discovered, responsible for fraud in trade, selling products with false signs, counterfeiting, receiving stolen goods and fraud.



entusiasmo

الحماس

热情

התלהבות

enthousiasme

熱狂

उत्साह

entusiasmo

Энтузиазм

entusiasmo

begeisterung



enthusiasm





Apparel automotive and furnishing

20
23

Among the economic categories that deserve special attention for the purposes of protection, whose products more than others end up being most imitated and falsely passed off as Made in Italy, are those represented by the so-called "4As", which indicate the four macro-sectors (by the same initial of the Italian word that identifies them): food, clothing, furniture and automation.

The health emergency first and international tensions later are putting a strain on the national economy. Yet another reason for the Corps to strengthen its efforts in the activity conducted in support of the nation's healthy production fabric, with actions that target and selectively identify illegal behavior undermining Made in Italy.

The textile and apparel industry represents one of the most important industries in Italy. It has ancient traditions and now employs more than 400,000 people, 12 percent of all workers in the manufacturing sector.

It is therefore necessary to prevent those unfair practices that can undermine the growth and regular functioning of this market. Just think that the most common and widespread form of counterfeiting is the establishment of actual production hubs and assembly centers for clothing from other states lacking the logos and labels that are conveniently affixed after customs clearance. On the other hand, counterfeiting in the automotive sector is also highlighted for its high level of danger, to the extent that the use of components that do not comply with the high quality standards required of EU manufacturers can have particularly negative effects in terms of the safety of motorists and pedestrians, the integrity of the car and the environmental impact.

Last but not least, with regard to furniture, Italy's popularity keeps growing. By virtue of the valuable work of its territorial districts, creators of innovative products and designs, our country is one of the world's leading manufacturers and exporters of furniture, whose know-how and patents are increasingly imitated, especially in international markets.



September

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

eccellenza

التَّميِّز

卓越

הצטיינות

excellence

卓越

उत्कृष्टता

excelência

Превосходство

excelencia

hervorragende leistung

excellence



Agribusiness

20
23

The agri-food sector is for Italy an excellence in the world, as a result of the ability that production industries have to renew themselves by knowing how to enhance typical products and safeguard their genuineness and traditions.

In the agri-food sector, the Fiamme Gialle monitor the import and marketing of products with false origin and characteristics information, such as, for example, those deceptively bearing protected designations of origin or geographical indications.

In the wine sector, Italy was again confirmed as the world's leading wine producer in 2020, followed by France and Spain. The same applies in the olive oil sector, where almost 40 percent of quality oils, recognized by the European Union, are Italian brands. In the period from January 2021 to May 2022, Guardia di Finanza's departments seized, sometimes in cooperation with the Central Inspectorate for Fraud Repression of Agri-food Products, more than 14.5 million liters and more than 6,400 tons of agri-food products, as they were subject to counterfeiting and commercial fraud. Among the goods pulled off the market there were over 47 tons and 10 million liters of products (mostly wine, sparkling wine, and oil) with false PDO and PGI attestations.



October

MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Italian sounding

Italian sounding is a very insidious phenomenon that consists of the production and distribution of food goods produced and sold abroad that, albeit recalling the quality of the Italian agri-food chain – through the use of names, acronyms, images and symbols shown on the packaging – have, in reality, no connection with our country.

This practice, which is mostly rooted outside the European Union, affects numerous products of national food and wine excellence, from wines to oil, from cheeses to cured meats.

Not only does Italian sounding cause economic and image damage to Italian companies, but it can also produce misleading effects on the consumer, so much so that it generates false beliefs regarding the real quality of Made in Italy.

The Guardia di Finanza's ongoing work is aimed at guaranteeing the competitive advantage of Italian companies entering the foreign market, producing in Italy by complying with regulations and submitting to periodic inspections. Made in Italy, which has become a full-fledged brand, must thus inspire foreign consumers toward superior quality, design and packaging linked to Italian culture and lifestyle.

20
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Protecting Made in Italy worldwide



The protection of Made in Italy has, more and more frequently, a cross-border projection. Our country has the largest number of registered trademarked products in Europe, especially in the agri-food sector, which is the target of frequent and sophisticated counterfeiting attempts.

The Guardia di Finanza constantly relies on all channels of international cooperation, starting with the Network of Attaché Officers seconded to the main Italian diplomatic posts abroad.

Its primary goal is to minimize any possible interference of unfair business practices in the proper functioning of the goods and services market, thereby enabling honest individuals and businesses to operate in a competitive environment based on certain and shared norms. The Corps, in fact, participates in international joint operations with its own teams or Departments deployed in the territory, and supports the activities of foreign collaterals and supranational bodies and agencies such as Europol, Interpol, Olaf and the World Customs Organization. In that context, the Guardia di Finanza has taken on, within the Policy Cycle - Empact 2022-2025, the role of co-driver of the "IP crime, counterfeiting good and currencies" prioritization, in implementation of the European strategy of integrated approach to the counterfeiting phenomenon. There is also a well-established synergy between the Corps and the International AntiCounterfeiting Coalition (IACC), a leading U.S. industry organization, and in September 2016 a Memorandum of Understanding was signed with the Coalition for the purpose of exchanging useful information for the recognition of counterfeit goods.



November

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

December

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

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coraggio

الشجاعة

勇气

אומץ לב

courage

勇氣

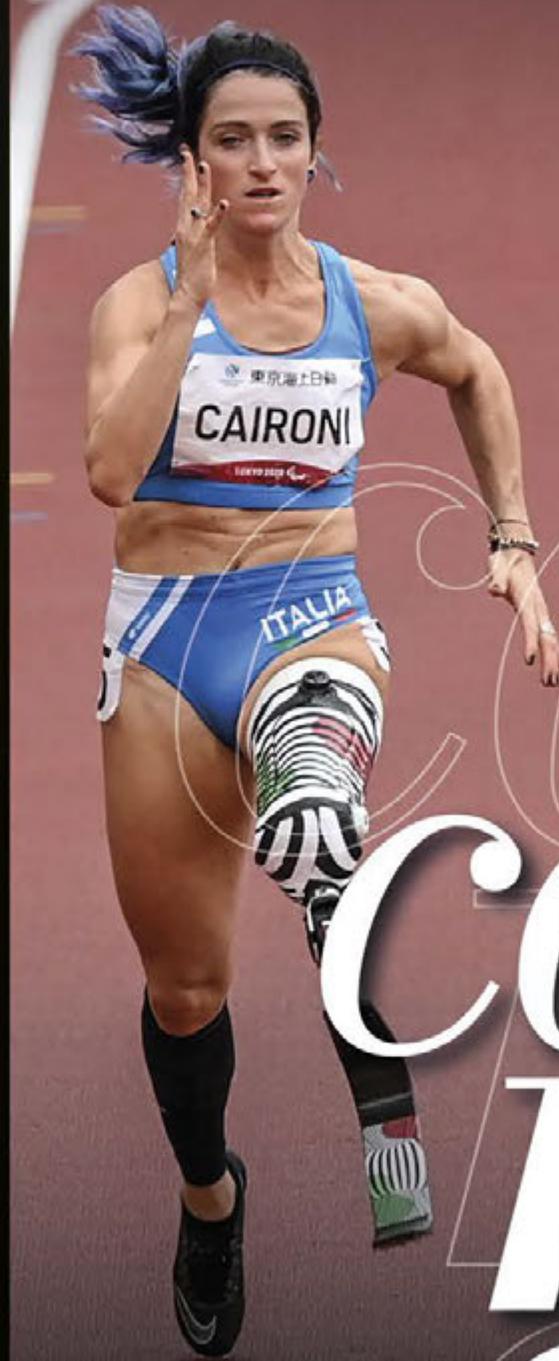
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Editor in Chief
Brig. Gen. Marco Lainati

Editorial Board
Brig. Gen. Giuseppe Arbore
Brig. Gen. Paolo Borrelli
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Lt. Col. Dario Gravina
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Sr. WO Giandomenico Belliotti

English Translation
W.O. Matilde Quinto

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