

TUTELA DIGITALE ALONGSIDE THE JAPANESE GOVERNMENT  
IN THE "EMERGENCY EXPORT ENVIRONMENT IMPROVEMENT" PROJECT. THE  
COMPANY BRINGS ALL ITS EXPERIENCE IN MONITORING AND LISTENING TO THE  
WEB TO COMBAT THE COUNTERFEITING OF JAPAN'S ICONIC GEOGRAPHICAL  
INDICATION FOOD PRODUCTS.

Bologna, Dec. 4, 2023- **Tutela Digitale, a company active in the field of cyber reputation, is collaborating with Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF)** to combat counterfeiting of typical Geographical Indication (GI) food products from the Land of the Rising Sun.

The "Emergency Export Environment Improvement Project" (Measures against Overseas Counterfeit Goods) sponsored by the Japanese government was created with the intention of thoroughly investigating the situation of counterfeit GI products abroad and the consequent impact this generates on companies and brands of agricultural, forestry, fish and food products, with the aim of initiating a virtuous legal and information system toward the entities involved that would protect the intellectual property of GI products and support exports of original delicacies.

In fact, [according to the latest survey conducted by the Japan Patent Office](#), in general, counterfeit products account for about 10 percent of total exports worth 3.2 trillion yen per year (equivalent to 25 billion euros). Of this, as much as 74.1 billion yen (about 47 million euros) is generated by counterfeit food products.

Tutela Digitale, a partner of the Japanese company INXI Co. Ltd. working with the IP Forward law firm that specialises in intellectual property and was awarded the Japanese government's tender, brings to the project all the expertise it has gained in the field of collecting and interpreting information circulating the web. Through Linkmonitor, a platform that analyses in real time the reputation of people, brands, and products on more than 150 million online sources in 187 languages, the company is tasked with monitoring for France all mentions of as many as 229 Japanese GI products (from kobe beef to yubari melon or miso hatcho and iburigakko pickled radish to the famous oita mandarin kabosu) that appear on online posts, social media, articles, and newspaper articles. The results obtained will then be further filtered by the platform to verify authorised outlets and finally, the Tutela Digitale team will provide its legal expertise and analyse the results with the goal of creating a database containing citations of supermarkets, restaurants, and stores that claim to offer one or more of the 229 products selected by the Japanese government to the public.

The first part of the project related to monitoring and analysis, which to date has already produced nearly 7,000 sources under Tutela Digitale's scrutiny, will end in December 2023. Thereafter, the Company's team will conduct a survey on French territory to verify the veracity of the information collected, analysed, and interpreted, conducting "field" research and preparing the detailed reports required by Japan's Ministry of Agriculture, Forestry, and Fisheries (MAFF).

*"We are really very proud to bring to Japan the experience and know - how we have matured in Italy and join our forces with the Government for this important initiative aimed at protecting the intellectual property of products" stressed Sveva Antonini, co-founder of Tutela Digitale and lawyer specializing in IP. "Counterfeiting is a problem that not only affects Japan but has a very strong global impact that subtracts billions of euros from the economy every year. This project represents a fundamental step towards protecting brands, products and companies, while promoting sustainable export growth".*

With the Emergency Export Environment Improvement Project, Tutela Digitale further strengthens its ties with Japan. Through LinkMonitor and thanks to its collaboration with Inxi Co Ltd, it offers Italian companies wishing to enter the Japanese market legal assistance service for the protection of digital intellectual property in the start-up phase as well as a monitoring service when a company, brand or product enters the market.

Sveva Antonini is also Counsel at the Pavia and Ansaldo Law Firm in Tokyo, the only Italian firm with an office in Japan.

#### TUTELA DIGITALE

Tutela Digitale, founded by Sveva Antonini and Gabriele Gallassi in March 2017, offers tools that allow corporations, freelancers and private individuals, to monitor the web and resolve issues of online reputation, right to be forgotten. To do this, it uses a team of 15 professionals with transdisciplinary skills made up, on the one hand, of lawyers and jurists with expertise in privacy, right to be forgotten and intellectual property and, on the other hand, computer scientists with expertise in brand/personal reputation, cyber crime and SEO. In December 2018, Tutela Digitale created the first web app-Linkiller-capable of removing or de-indexing illegal and infringing content that violates the personal reputation of individuals and companies from the web.

[www.tuteladigitale.it](http://www.tuteladigitale.it)

#### CONTACTS

Angélia Comunicazione

Simona Vecchies: +39 335 1245190 Valeria Carusi: + 39 348 1301033 [press@angelia.it](mailto:press@angelia.it)