

SHOPPING

The real cost of knock offs

We turn away when we see someone shoplifting - nothing to do with me – but it is, because the shops put up the prices on everything to cover their shoplifting losses, so you are paying for someone else's freebies.

In the same way, the stores and countries lose millions in revenue every year because of cheap copies of branded goods – that cost is also passed on to the consumer by the retailers and wholesalers. Most of the clients of such goods are people with low-income, but apart from the shoddy, fall-apart aspect of a lot of these items, some, such as cosmetics and perfumes, may even be dangerous to your health. And of course, forget about consumers' rights if or when something goes wrong!

Top-blanket sales, unscrupulous bazaars or Internet and social media sites are full of 'special offers' on named top brands such as Adidas, Louis Vuitton, Gucci, Hugo Boss and Armani.

The counterfeit market continues to grow and reach staggering figures. Last summer, the European Community Intellectual Property Office (EUIPO) announced the results of research conducted over the last five years across the European Union, focusing on the 13 sectors hardest hit by piracy: sporting goods, batteries, spirits and wine, music, cosmetics, perfumes and toiletries, jewellery and watches, toys and games, handbags and luggage, tyres, pesticides, pharmaceuticals, clothing and mobile phones. The EUIPO estimate that the falsifications take 7.4 per cent of sales from the legal market, costing 434,000 jobs and losses in the EU of 60,000 meuros due to non-payment of taxes, contributions etc. Interpol believes that worldwide, the losses are in excess of 220 billion euros.

So where do the manufacturers and the stores get this money back? They put up the rest of the prices for all of us. Something to think about when you're tempted by those cheapo knock-off sunglasses on the beach front... ■

The Canary Islands Government is planning a major data backup project on a plot of land beside the TF-2 in the El Sobradillo district of Santa Cruz, in the immediate vicinity of the two central motorways TF-1 and TF-5.

Within the next eight to ten years, a data security bunker is to be built on the government site. The bunker will secure both telecommunications and data in the event of a disaster. The Canary Islands has already experienced a tropical storm, namely Delta in 2005, so the emergency services and the increasingly networked digitalisation in the most diverse areas are to be secured via a central office in the future. The centre will integrate a computer centre for accommodating critical services, a matrix for radio communication, a communication recording platform, an information exchange module, a multimedia crisis room, a call management platform and a command and control system.

Due to the special nature of the archipelago, a comparable security centre will be built in Gran Canaria parallel to the bunker in Tenerife. If one of the two centres should fail, one will be able to take over the task of the other. In

SECURITY BUNKER PLANNED

Data security for the Canary Islands



↑ The emergency centre should be equipped for all eventualities and, above all, secured

addition, this year the Cecoes 1-1-2 emergency call centre will move to the Blue Tower at the Santiago Martín stadium in La Laguna, where it will merge with the Tenerife Island Council protection and emergency services. The pact for this pro-

ject was signed in 2016 and will be implemented this year. The two floors that will house the future Emergency and Crisis Centre have already been completed. Within the next two months, the Island Council Emergency Centre will move

into the Blue Tower, and the 1-1-2 service is expected to follow by the end of the year. The Canary Islands Emergency Call Centre offers contacts who speak not only Spanish, but also German, English, Italian and French. ■

Questions or concerns that need answering?

Workshops

South & North Tenerife | March 2019

We cannot predict the eventual Brexit outcome, but preparing now really does make sense.

WORKSHOP 1

'Residency, swallows, double tax treaties and automatic exchange of information.'

Understanding the importance of getting your tax situation right in both Tenerife and the UK. Q&As.

WORKSHOP 2

'Pension and savings capital, threats as a Spanish resident and discussing the correct positioning.'

Understanding and planning for inheritance tax, domicile and wills.'

Planning and preserving capital for you and your family. Q&As.

Held in small groups, with an open, friendly and engaging atmosphere.

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