

TOP 4 CRIMINAL MARKETS:

- 1** **Illicit Drugs**
\$320 billion
- 2** **Counterfeit Goods**
\$250 billion
- 3** **Human Trafficking**
\$32 billion
- 4** **Illegal Wildlife**
\$9-20 billion

ESTIMATED WORTH: UNDOC 2016 REPORT

**ILLEGAL WILDLIFE TRADE IS 4TH
LARGEST ILLEGAL MARKET IN THE
WORLD TODAY**

PRESENCE OF WILDLIFE TRAFFICKING IS USUALLY THE PRESENCE OF ORGANIZED CRIME.

GLOBAL ORGANIZED CRIME WEAKENS LOCAL AND NATIONAL LAW ENFORCEMENT AND INCREASES THE RISK OF CORRUPTION.



**REPUTATIONAL
RISK**

NEGATIVE PRESS, REVIEWS OR REPORTS COULD BE DETRIMENTAL TO YOUR BRAND

- BRAND IMAGE ACQUIRES NEGATIVE ASSOCIATIONS AND IMPACTS BRAND VALUE
- NEGATIVE ONLINE REVIEWS & RATINGS
- NEGATIVE SAFETY RATING/ASSOCIATION
- CONSUMERS AND PARTNERS MAY PERCEIVE AIRLINE TO BE HIGHER-RISK



**LEGAL
RISK**

AIRLINES MAY BE LIABLE FOR ALLOWING ILLEGAL TRADE OR NOT CHECKING DOCUMENTS CORRECTLY

- POSSIBLE CRIMINAL OR LEGAL REPERCUSSIONS FOR NEGLIGENCE
- CLIENTS MAY SUE FOR DAMAGE OR HEALTH ISSUES



**ECONOMIC
RISK**

NEGATIVE BRANDING; LEGAL AND SAFETY CONCERNS INTRODUCE FINANCIAL RISK

- SAFETY RISKS CAN CAUSE DELAYS AND CAUSE DIRECT ECONOMIC IMPLICATIONS
- REPUTATION AND LEGAL RISKS MAY RESULT IN BUSINESS LOSS



**SAFETY
RISK**

TRAFFICKED WILDLIFE CAN POSE MAJOR HEALTH AND SAFETY OR PUBLIC SECURITY RISKS

- RISK OF INJURY OR EVEN DEATH FROM BITES OR STINGS
- WILDLIFE MAY CARRY DISEASES THAT TRANSFER TO HUMANS SUCH AS AVIAN FLU
- ESCAPED WILDLIFE RISKS IN-FLIGHT PASSENGER PANIC
- BORDERS WEAKENED BY UNCHECKED WILDLIFE TRAFFICKING INCREASE PUBLIC SECURITY RISKS

