

Countering Counterfeits — Winning the War

7 — 8 November 2019

The LaLit, New Delhi



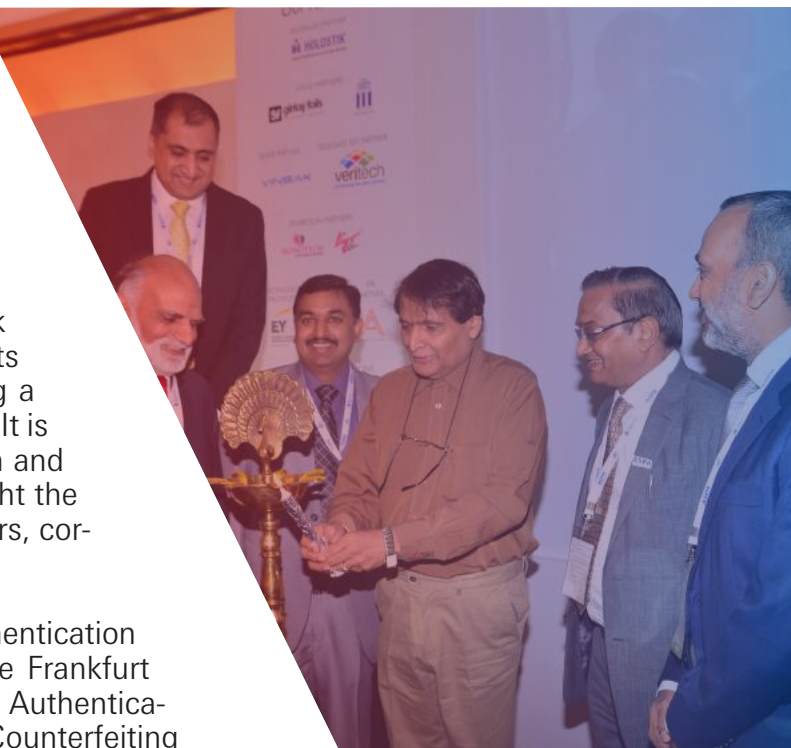
Organised by

Conference Overview

Counterfeiting remains a pressing issue to the industry with its consequences being far beyond the reach. Counterfeits not only pose a great risk to brand owners and profits, however it effects the end consumer and economies at large posing a serious challenge to all industries on a global level. It is imperative to develop a multi-disciplined approach and create an all-encompassing strategy in order to fight the global anti-counterfeit battle involving policy makers, corporations, law enforcement bodies and regulators.

To combat the above challenges, The Authentication Solution Providers' Association (ASPA) and Messe Frankfurt India are organising the 3rd Annual Edition of The Authentication Forum 2019, a Leadership Summit on Anti-Counterfeiting and Brand Protection, scheduled on the November 7 — 8, 2019 at The Lalit, New Delhi.

The Authentication Forum convenes leaders across industry and government to discuss factors which are contributing to the growth of the worldwide anti-counterfeit market. The forum is an ideal platform to learn about the latest anti-counterfeit trends and challenges through a number of keynotes, case studies and panel discussions while getting a chance to also interact and network with our speakers who are key leaders and industry experts.



Industry Overview

The dark business of counterfeits has taken over the globe to become a \$1.2 Trillion approx industry. Global sales of counterfeits are growing at a furious 15% each year, and are projected to reach \$1.82 Trillion in 2020, with e-commerce making up more than a quarter of that, according to the Global Brand Counterfeiting Report by Research and Markets .

The World Customs Organization (WCO) states that 7% of global trade consists of counterfeit products. In 2018, counterfeit goods caused an estimated \$323 Billion in damages to the Global Economy and for consumers, as ultimate victims of such unfair competition.

There is no one-size-fits-all approach to anti-counterfeiting. For business owners, the risk is related with health of consumer as well as of brand integrity. The biggest challenge for brands today is trust, hence it is crucial for brand owners, authorities and stakeholders to take the lead. Today companies, as well as enforcement agencies, are becoming increasingly aware of the problems of counterfeiting. Thus elevating a greater demand for anti-counterfeiting solutions in integration with digital technologies to deter the impact of global counterfeiting.

Who Should Attend?

- Govt. Department Officials, Agencies and Authorities involved in consumer protection, regulatory compliance, revenue protection and issuing authorities
- CEOs, CMOs, Heads - Supply Chain, Regulatory Affairs, Product Packaging, Brand Managers
- Brand & Packaging Consultants
- Brand Protection, Enforcement, Security, Integrity and Management Companies
- Physical and Digital Authentication Solution Providers
- Law Enforcement Agencies, IP Organizations and Enforcement companies
- Customs and State Excise Officials
- Consumer Activist and Consumer Organisations

\$10-15 Bn

Per year estimated cost of food fraud to global food industry

US \$1.9 Tn

Cost of counterfeiting to Global economy by 2022 as estimated by ICC

50 Lakhs

Legitimate jobs at risk by 2022

1/3rd

of e-commerce buyers get counterfeit products

10,000%

Increase in product counterfeiting in the last 20 years, according to International Anti-Counterfeiting Coalition (IACC)

US \$31 Bn

Annual tax would be generated for Govt's by eliminating the illicit trade in tobacco, according to an estimate by WHO

Key Topics of Discussion

- Counterfeiting Landscape in India: Role of Government and Industry in Curbing Counterfeit Menace
- Counterfeiting Analysis from a Global Lens: What other countries are doing to combat counterfeiting?
- Anti-Counterfeiting empowered by Industry 4.0- Blockchain | AI-IoT | Big Data | AL & ML
- Evolution of Brand Protection: Understanding Risks and ROI
- Combating Counterfeiting in the Age of E-commerce and Online Marketplaces
- Plan, Implement and Prosecute Seizures: Role of Enforcement Agencies to Nab Counterfeiters
- Implementing an End-to-End Anti-Counterfeiting System- Cross-Industry Perspective



500+
Delegates



80+
Speakers



35+
Partners



15+
Exhibitors



2
Editions

Preliminary topics, subject to change

Target Industries



Pharmaceuticals



FMCG/Beverage/Alcohol Consumer Packaged Goods



Automotive Components



Fertilisers, Seeds & Pesticides



Luxury Goods/Brands Apparel/Clothing/Footwear

Key Takeaways

Assessing

needs for authentication
to accelerate economic
development

Discovering

the opportunity of
emergent technology to
nab counterfeiters

Evaluating

the challenges of
e-commerce ecosystem

Establishing

refined IP enforcement
strategies and Brand
Protection Plans

Understanding

the coordination challenge:
Effective coordination with
law enforcement bodies

Testimonials

We are going to make a very modern Intellectual Property Rights (IPR) era in India and that would lead to creating people investing into the brand and that will lead to a knowledge economy which in turn will make India a far better place and developed place.

Shri. Suresh Prabhu

Hon'ble Union Minister, Ministry of Commerce & Industry, Government of India

Even as industry revenues take a major hit by counterfeits, the biggest loss is to the consumer. All of us need to work together to address this growing concern and the panel discussion with various cross-sector stakeholders at this important forum will serve this purpose.

Dr. R. C. Agrawal

Registrar General, Protection of Plant Varieties and Farmers Right Authority, Ministry of Agriculture & Farmers Welfare

Messe Frankfurt and ASPA have organized the event successfully, this is first of the kind event in India which has addressed counterfeiting issues. It has also provided an opportunity to network with the people from different industries. More of such conferences are required in future and I would definitely be the part of The Authentication forum next year

Pramod Krishna

Director General, Confederation of Indian Alcoholic Beverage Companies

It has been a good conference and we were able to network with people from different industries who can provide solution we are looking at. The conference was able to deliver the main agenda of fighting counterfeiting.

Suresh Prasanna Jamadagni

AGM - Channel Management & Credit Control, Tata Motors Limited

Indian government is taking big steps in digitising agriculture sector to ensure farmers rights. Measures like traceability & anti-counterfeiting solutions will ensure the quality commitment of agricultural products produce in India.

Dr. S. K. Singh

Scientific Advisor to Union Minister of Agriculture

Past Partners



This has been a very good conference. A great mix of strategic issues and product solutions. It is an excellent idea to bring together leads from government, brand owners and the solution providers. This cross industry conference has helped in providing solutions to tackle the challenge of counterfeit.

Robin Mackenzie

Marketing Director, De La Rue

Past Speakers



Shri. Suresh Prabhu
Hon'ble Union Minister,
Ministry of Commerce & Industry,
Government of India



Mr. P. V. Rama Sastry
Joint Secretary – Department of
Consumer Affairs, Ministry of Consumer
Affairs, Food & Public Distribution,
Government of India



Dr. R.C. Agrawal
Registrar General, Protection of Plant
Varieties and Farmers Right Authority,
Ministry of Agriculture & Farmers
Welfare



Mr. Ramashankar Pandey
Co-Chairman, Consumer Affairs &
Anti – Counterfeit Committee, ACMA
& Managing Director,
Hella India



Dr. S. K. Singh
Scientific Advisor to Hon'ble Minister,
Ministry of Agriculture &
Famer Welfare



Mr. Sourabh Rohilla
Deputy Director,
Society of Indian Automobile
Manufacturers (SIAM)



Mr. Ravi Mathur
CEO,
GS1 India



Mr. Vivek Padgaonkar
Director – Project & Policy,
Organization of Pharmaceutical
Producers of India (OPPI)



Mr. Pramod Krishna
Director General,
Confederation of Indian Alcoholic
Beverage Companies



Mr. Anil Rajput
Senior Chair- FICCI CASCADE & Vice
President - Corporate Affairs,
ITC Ltd.



Ms. Deepika Raikwar
Supply Chain Counsel,
Hindustan Unilever



Mr. Naveen Chauhan
Head Sales & Marketing
(parts Business),
Hero MotoCorp Ltd



Mr. Chandra Mohan Gupta
Director Corporate Affairs at Coca-Cola
India Pvt. Ltd & Representative,
Indian Beverage Association



Mr. Puneet Anand
Sr. GM (Marketing) & Group Head,
Hyundai Motor India Ltd



Mr. Soumyanath Mishra
Head – Packaging Development,
Mankind Pharma



Mr. Gajanana M. Gokhale
Brand Protection Manager,
Automotive Aftermarket,
Bosch Ltd.



Mr. Nakul Pasricha
Vice President – Authentication Solution
Providers' Association (ASPA) & CEO,
PharmaSecure



Mr. U.K. Gupta
President – Authentication Solutions
Providers' Association (ASPA) & Chair-
man & Managing Director,
Holostik India Ltd.



Mr. Mark Davison
Founder & CEO,
Blue Sphere Health



Mr. Sumantra Mukherjee
Director – Forensics Practice,
KPMG

Kindly note: The speakers mentioned herewith held the above designations during their participation at the previous editions of The Authentication Forum.



Glimpses from Past Editions



Background information on the Organisers



The Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 15,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB), FICCI-CASCADE , Indian Beverage Association (IBA) & others industry bodies in India.



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