

2020 Membership Brochure

Join us in expanding Authentication
eco-system in India

About Us



Authentication Solution Providers Association ASPA was formed in 1998 and is the only organisation of its kind in India with dozens of members in the authentication space providing world class solutions. It has a rich heritage of 21 years and is recognised globally as a regulated and ethical organisation which working to build up the authentication eco-system & environment in the country against counterfeiting activity and the illicit economy.

Our Vision

To build a world-class environment that supports the advancement of the authentication ecosystem in India.

Our Code of Conduct

Trust • Integrity • Collaboration • Knowledge

All ASPA Members are to adhere to the below mentioned Code of Conduct

- Help promote & protect the common interests of ASPA & its members and not indulge in any activity that brings harm and disrepute to the authentication industry.
- Observe high standards of integrity & business ethics in their dealings with customers, ASPA Members, associates, suppliers and society as a whole.
- Bring to the notice of the ASPA Secretariat any; Breach of this Code by ASPA member.
- Avoid any Act committed by anyone that brings the authentication industry into disrepute.

Our Mission

1. To advance and promote innovation and manufacturing best practice across the authentication industry.
2. To promote the use and development of authentication solutions/systems/technologies & products for the prevention of counterfeiting and fraud.
3. To develop and support programs to encourage the growth of authentication solutions/systems/technologies & products for the prevention of counterfeiting and fraud.
4. To build strong relationships with industry stakeholders & facilitate the information across the industry to combat counterfeiting.
5. To encourage professional discipline & ethical practices in the industry and promote the highest level of self-regulation amongst its members.

Membership Benefits

ASPA welcomes all eligible members and provides a platform for the dissemination of information related to the authentication industry; networking opportunities for members; advocacy with the Government amongst the many benefits that it offers to its members.

For more benefits,
visit the section
“BECOME A MEMBER”
at www.aspaglobal.com

Why should you join?

1. Credibility & Reputation: Enhance your reputation with brand owners and authorities by joining the only industry association representing Authentication Solutions Providers. The Authentication community respects ASPA membership.

2. Industry News & Intelligence: Stay up-to-date with the happenings in the authentication landscape with daily electronic counterfeit news alerts, weekly authentication industry alerts and our quarterly magazine, The Authentication Times. We also publish various reports and white papers providing insight about the latest trends, technologies.

3. Regulatory and Legislative Updates: Receive alerts and articles on regulatory issues that affect your business.

4. Advocacy: We advocate on your behalf - gain a say in what happens through ASPA's advocacy efforts with various Government and Industry bodies.

5. Conference & Events: ASPA organises the “The Authentication Forum” – a Leadership Summit on Anti-Counterfeiting & Brand Protection. This is the most successful conference of its kind in India with renowned speakers, brand owners, solution providers and over 200 delegates. Apart from the conference, members get a chance to attend the annual meeting, various Brand Protection Workshops across the country, and also get an opportunity to exhibit at special discounted prices at various exhibitions.

6. Networking: Build a valuable relationship with your peers and gain insight from industry professionals and veterans at ASPA events.

7. Expertise & Support: Receive leads on technical aspects, suggestions and support from other ASPA members. Being an ASPA member helps in acquiring international membership including IHMA, ITSA & others.

8. Volunteer: Help shape the future of the Association by participating in one of ASPA's many committees & regional groups.

9. Marketing Opportunity: Get free listing at ASPA website and opportunities to advertising at various platforms. Many Government tenders insist on ASPA membership as one of the conditions so this provides an opportunity to participate in such tenders.

10. Research & Support: Get an opportunity to associate with ASPA R&D partners, including CSIR-NIIST & other institutions.

11. Hologram Image Registration: All ASPA members are entitled to free registration of hologram images at IHMA Hologram Image Registration. It is the world's only repository of Holographic images where members can register the holograms they make and stay protected from inadvertent counterfeiting.

Awareness - Conference



Workshops

BRAND
PROTECTION
AWARENESS™

ASPA[®] Activities

Research & Innovation



Advocacy Reports & Publication

The Authentication Times

Authentication Suppliers Directory
Report for the Nation

Awareness

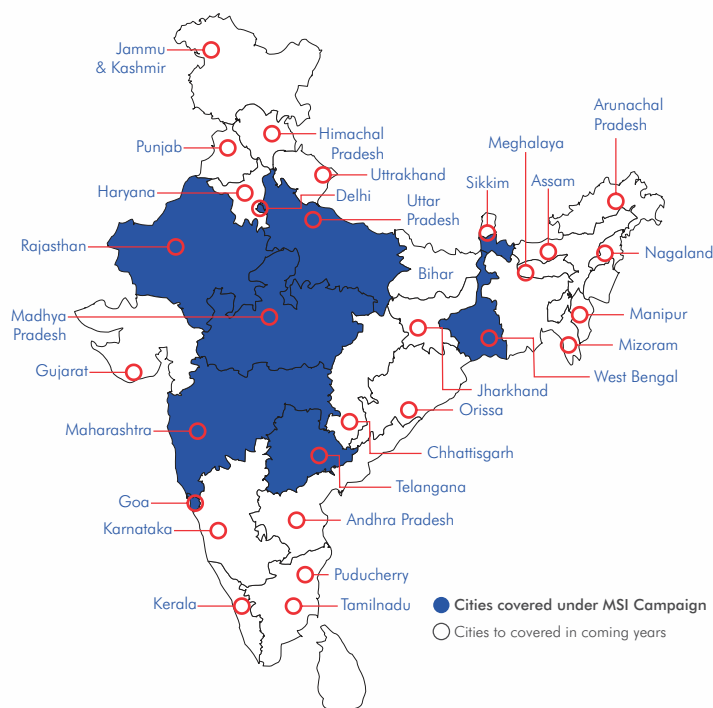


The Authentication Forum

The Authentication Forum (TAF) is the flagship event of ASPA which it organises every 1 - 1.12 years.. This high-level forum brings together leaders from the industry and global experts along with top authorities from Government and regulatory bodies to discuss solutions and effective strategies to address the challenges that counterfeiting poses to the industry, to protect brands, businesses and above all consumer rights. A must-attendevent, it is an ideal platform to network and exchange insights with industry peers, solution providers and thought leaders, understand the key challenges faced by major brands across industries and review opportunities to enhance brand safety.

Make Sure India - Brand Protection Workshops

Under its campaign "Make Sure India" ASPA is creating awareness to educate and enable brand owners, consumers, media & stakeholders to understand the benefits and importance of authentication technologies to curb counterfeiting in various sectors.



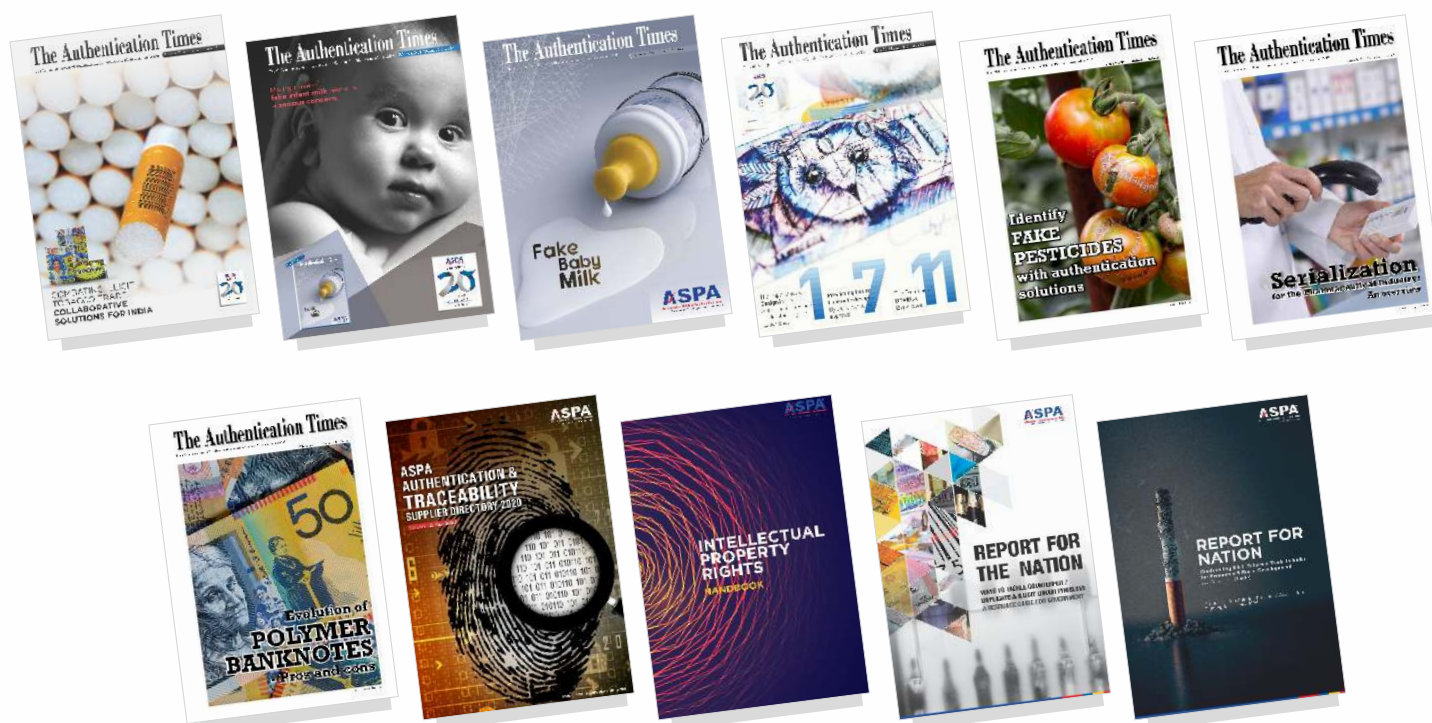
To learn more about The Authentication Forum visit
www.authenticationforum.com

Advocacy Reports & Publications

The Authentication Times Report for the Nation

ASPA identifies ways to advance industry knowledge that enlighten members and users of authentication technologies and solutions. Advanced knowledge acquired through research, professional dialogue, surveys and analytical studies are also made available for members. Through its publications, ASPA provides latest developments, research, articles and industry news to a wide audience related to Authentication in India and World. Few of them are;

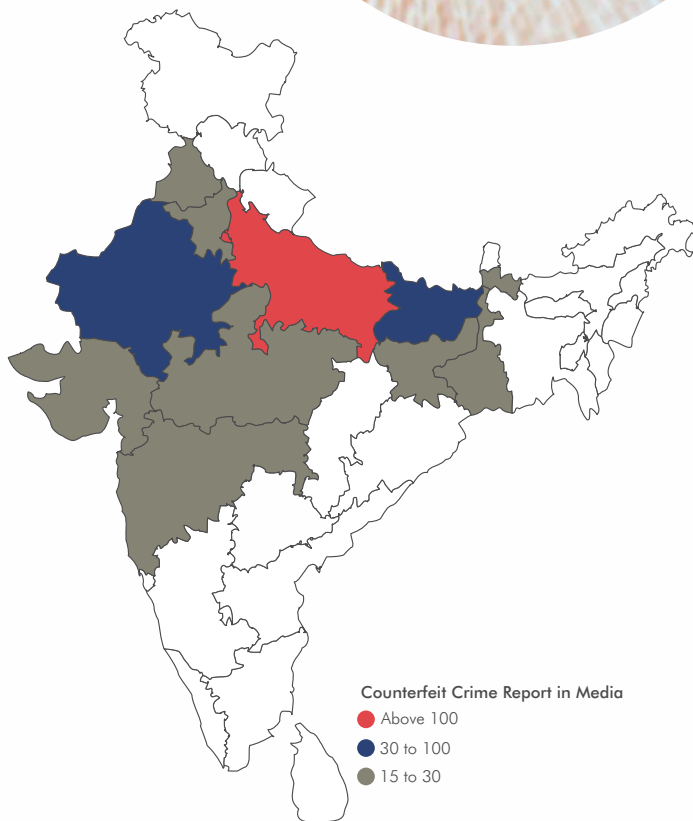
- a) The Authentication Times
- b) Report for the Nation
- c) Industry Reports
- d) Authentication Suppliers Directory



ASPA Research & Innovations



ASPA is building up innovative tools to help policymakers on the need for action and legislation in fighting counterfeiting. One such initiative is the Counterfeit News Repository, which is an online searchable database of news articles across geographies and industry segments.. The portal is providing in-depth analysis and is a single stop source for most counterfeiting incidents reported in India. The CNR provides a platform for academia, brand owners, government authorities to deepen their research on counterfeiting activities, modus operandi, the behaviour of counterfeiters, trends and analysis. It will also help policymakers in preparation for their strategy in fighting this crime.

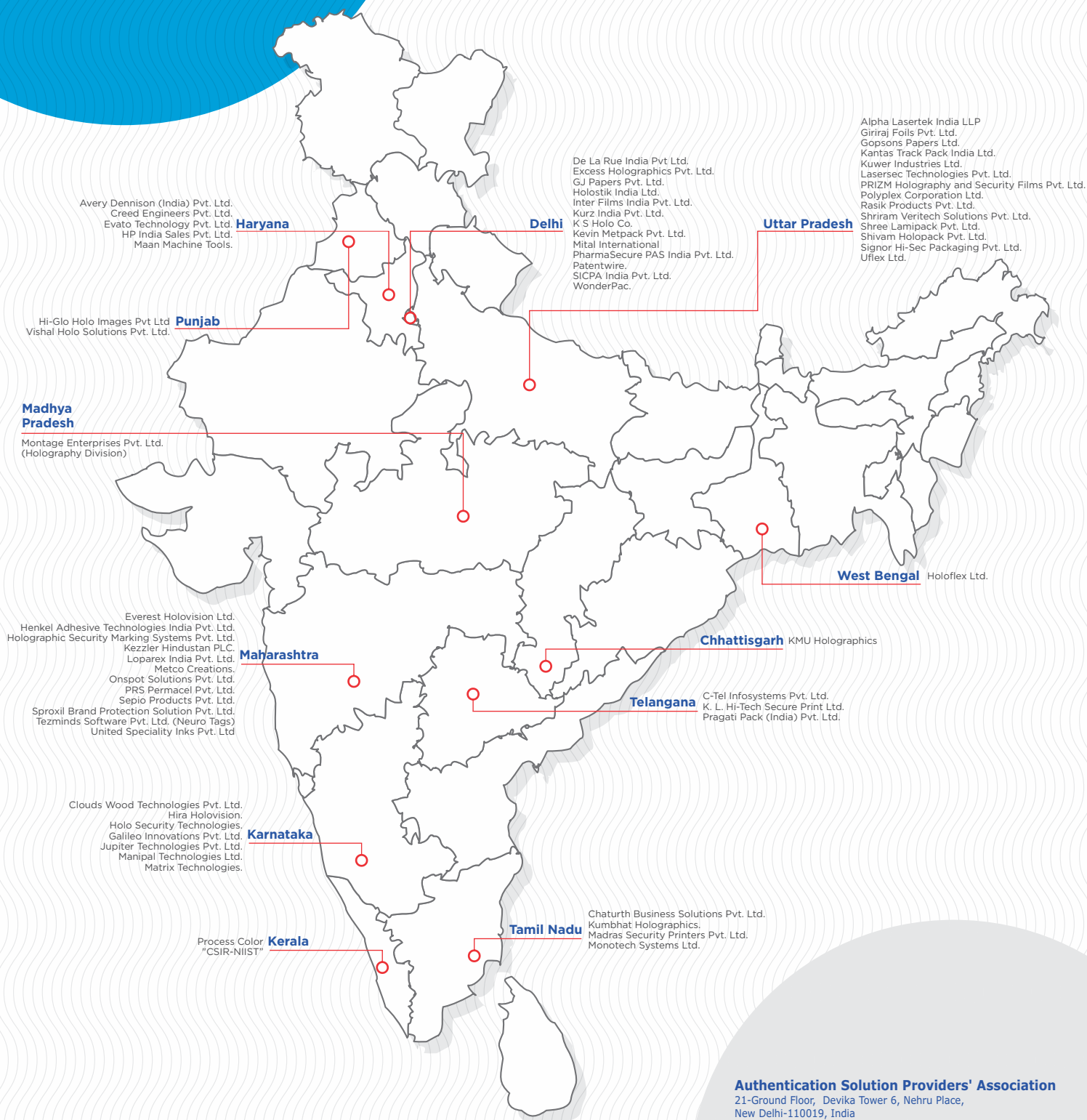


Some Key Findings

- Incidents of counterfeit cases increased by nearly 24% in 2019 from 2018.
- The highest number of such cases were reported from Uttar Pradesh, followed by Bihar and Rajasthan.
- The highest number of counterfeit incidents are being for Currency, followed by Liquor, FMCG (Food & Beverages) & Pharma.

For more information visit
www.counterfeitrepository.com

ASPA Members



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