



# The **AUTHENTICATION** Forum 2017

**ASPA**  
Authentication Solution Providers Association

**messe frankfurt**

# India<sup>1st</sup>

## International conference on Authentication Solutions

Empowering Government, Industry, Brands and Consumers

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## Counterfeits hurt India's manufacturing sector: Illicit market in seven select manufacturing sectors led to a loss of Rs 39,239 crore during 2014 — FICCI report



### About this event:

The involvement of all stakeholders is extremely crucial for combating counterfeiting across sectors. Statistics reveal that Product counterfeiting in India resulted in loss of INR 39,239 crores to Indian economy in fiscal year 2013-14.

To tackle this alarming situation, we believe that it is imperative to take strong action. With this in mind, The Authentication Solution Providers' Association (ASPA), in partnership with Messe Frankfurt India (MFI) is organising India's first of its kind International Authentication Conference and Exhibition on 8, 9 February 2017 at The Taj Mahal Hotel, Man Singh Road, New Delhi. It is an honour and pleasure to invite you to be a part of this event.

If you are adopting authentication solutions or evaluating options on how to implement these, The Authentication Forum 2017 will be a valuable source of new ideas and practical insights.

Among a wide range of topics covered, this is the first time a conference will discuss the 360-degree approach required to fight fakes. We will evaluate and discuss everything from an overview of counterfeiting in India to problems and challenges faced across sectors, the anti-counterfeiting strategies beyond solutions, insight on new generation anti-counterfeiting solutions available globally, and case studies which will enhance your knowledge on the merits of each of the available anti-counterfeiting solutions and strategies in order to make an informed selection which is best suited to protect your business, product and brand from losing out hugely to counterfeiting.

Apart from sessions and presentation slots specifically focused to your industry concerns, the various other sessions over the 2-day conference program are as much relevant for you with important and valuable takeaways. Host of additional valuable sessions such as "Global trends in counterfeit and brand protection", "Successful execution of raids" apply equally to any industry or sector which suffers from counterfeiting as a business risk.

The Speaker Panel comprises of top industry leaders from India and international experts on anti-counterfeiting including Mark Davison from Blue Sphere Health, Dr. Mark Deakes from International Hologram Manufacturers Association (IHMA), Anil Rajput from ITC, Bejon Misra from PSM India, Safir Anand from Anand and Anand, Rajat Wahi from KPMG, Ravi Mathur from GS1, Uday Devineni, Department of Homeland Security-Homeland Security Investigations, US Embassy, Robin Mackenzie from De La Rue and many more.

Besides, the co-located exhibition shall showcase the latest advancements and offerings in anti-counterfeiting and authentication solutions and a gala cocktail dinner at the end of day-1 of the Conference program shall provide further networking opportunities with your industry colleagues as well as cross-industry peers.

We hope the program will help you in your battle against counterfeits and look forward to meeting you.

For more details or to secure your place, visit us at [www.theauthenticationforum.com](http://www.theauthenticationforum.com).

### Stakeholders who can participate

- Heads – Brand Protection, Security and Supply Chain
- Heads – Legal Compliance, Product Packaging and Enforcement
- Government officials, Department & Authorities involved in Consumer Protection
- Revenue Agencies and Issuing Authorities
- Customs and State Excise Officials
- Law enforcement agencies and IP Organisations
- Brand & Packaging Consultants, Investigation Agencies, Academicians
- Producers and suppliers of Anti-Counterfeiting, Authentication, Serialization Solutions, material and services

### Reasons to Attend

- Discover new ways to protect your brand, enhance revenue and stop counterfeit and diverted goods.
- Learn about the latest products, innovations and security features.
- Meet the companies exhibiting their latest technologies and products.
- Learn from industry speakers about their personal experiences.
- Meet 150 professionals to discuss latest issues, strategies, best practices from around the world.
- Better understand the drivers behind global trends in counterfeiting.
- Listen to the challenges faced by the authorities and learn from practical examples.
- Learn more about the latest authentication, tracking and verification methods.
- Talk with specialist suppliers and compare authentication technologies.
- Establish contacts and expand your outreach.

Wednesday, 8th February 2017

09:00 – 09:30	Delegate Registration and Tea
09:30 – 09:40	Conference opening speech
09:40 – 10:00	Lamp Lighting Ceremony and Inaugural Address by Chief Guest

DAY 1:

#### SESSION I: PANEL DISCUSSION: OVERVIEW OF COUNTERFEIT MENACE IN THE INDIA

10:00 – 11:25	<b>Session Chair Main:</b> Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert and Author & Former President, ASPA & Managing Director – PRS Permacel Pvt. Ltd <b>Panelists</b> <b>Mr. Arvind Gupta</b> , National President (Convener), IT Cell, Bhartiya Janta Party (BJP) <b>Mr. Hem Pande</b> , Hon. Secretary,* Dept. of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution <b>Dr. G. N. Singh</b> , Drug Controller General of India, Central Drugs Standard Control Organization, CDSCO <b>Mr. Anil Rajput</b> , Senior Chair - FICCI CASCADE & Vice President - Corporate Affairs, ITC Ltd
11:25 – 11:30	<b>Questions and Answers; Felicitation of Speakers</b>
11:30 – 12:00	<b>Exhibition Opens and Networking Tea Break</b>

#### SESSION II: ISSUES IN COUNTERFEITING: CHALLENGES & PROBLEMS ACROSS SECTORS – PART I

12:00 – 12:05	<b>Session Introduction</b> Chaired by Mr. Manoj Kochar, Chairman, International Holograms Manufacturers Association (IHMA), Director, Holoflex Ltd, Ex-President (ASPA)
12:05 – 12:25	<b>Fake Auto Parts: Concern of Auto Industries</b> ZF India, Speaker name awaited*
12:25 – 12:45	<b>Spurious Medicines: Problems &amp; Challenges in the Pharmaceutical Industries</b> Mr. S. V. Veeramani, President – IDMA & Chairman & Managing Director,* Fourrts (India) Laboratories Private Ltd
12:45 – 01:05	<b>FMCG Counterfeiting in India – Problems and Challenges</b> Mr. Rajat Wahi, Partner, Management Consulting, KPMG India
01:05 – 01:10	<b>Questions and Answers; Felicitation of Speakers</b>
01:10 – 02:00	<b>Exhibition Opens and Networking LUNCH</b>

#### EMINENT SPEAKERS AT FORUM



**Mr. Anil Rajput**,  
Vice President, ITC  
Chairman – FICCI CASCADE



**Mr. Mark Davison**,  
Founder & CEO,  
Blue Sphere Health



**Mr. Pradeep Shroff**,  
Noted Anti-Counterfeiting  
Expert & Author, CEO Coach &  
Former President - ASPA



**Mr. Rajat Wahi**,  
Partner, Management Consulting,  
KPMG India

### SESSION III: ISSUES IN COUNTERFEITING: CHALLENGES & PROBLEMS ACROSS SECTORS – PART II

02:00 – 02:05	<b>Session Introduction</b> Chaired by Mr. Mukesh Goel, Director Gopsons Papers Ltd.
02:05 – 02:25	<b>Fake Labels &amp; Liquor: Challenges of Counterfeiting in the Liquor Industry</b> Mr. Pramod Krishna, Director General, Confederation of Indian Alcoholic Beverage Companies
02:25 – 02:45	<b>Combating the menace of fake Tobacco / Chewing Products</b> Speaker name awaited*
02:45 – 03:05	<b>Counterfeit Mobile Phones and accessories: Recent Trends</b> Mr. Pankaj Mohindroo, Founder and National President, Indian Cellular Association (ICA)
03:05 – 03:10	<b>Questions and Answers; Felicitation of Speakers</b>
03:10 – 03:30	<b>Exhibition Opens and Networking Tea Break</b>

### SESSION IV: ANTI-COUNTERFEITING STRATEGIES: BEYOND SOLUTIONS

03:30 – 03:35	<b>Session Introduction</b> Chaired by Mr. Ranesh Bajaj, Executive Director, Creed Engineers
03:35 – 03:55	<b>Total integrated approach against counterfeiting</b> Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert and Author & Former President, ASPA & Managing Director – PRS Permacel Pvt. Ltd
03:55 – 04:00	<b>ISO 12931:2012 - Performance criteria for authentication solutions</b> Dr. S N Bhattacharya, Experts on Standards and Former Vice President (R&D) and Innovations, PRS Permacel Pvt. Ltd.
04:00 – 04:40	<b>Successful Execution of Raids : Legal Insights &amp; Successful Execution</b> <b>a. Legal Insights</b> Mr. Safir Anand, Senior Partner & Head of Department (Trademarks, Contractual & Commercial IP), Anand & Anand <b>b. Successful Execution</b> Mr. Vineet Vinayak, Joint Director – Economic Offense Zone - I (Delhi), Central Bureau of Investigation (CBI)*
04:40 – 05:00	<b>Counterfeiting Fuelling Terrorism; The Link which exists</b> Mr. Uday Devineni, ICE Representative, Department of Homeland Security-Homeland Security Investigations, US Embassy, New Delhi, India Enforcement (ICE) Homeland Security Investigations
05:00 – 05:05	<b>Questions and Answers; Felicitation of Speakers</b>
06:30 onwards	<b>Cocktail followed by GALA Dinner</b>

#### EMINENT SPEAKERS AT FORUM



**Mr. Ravi Mathur,**  
CEO, GS1



**Mr. Safir Anand,**  
Senior Partner and  
Head of Department, Trademark  
Contractual and Commercial IP



**Mr. Uday Devineni,**  
ICE Representative, Department of  
Homeland Security, US Embassy



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



**Robin MacKenzie,**  
Marketing Director,  
De La Rue



Thursday, 9 February 2017

09:00 – 09:30 Delegate Registration and Tea

DAY 2:

#### SESSION V: OVERVIEW OF AUTHENTICATION TECHNOLOGIES AND SOLUTIONS

- 09:30 – 09:40 **Session Introduction,**  
Chaired by Mr. G. S. Dhillon, Managing Director, Alpha Lasertek India Ltd
- 09:35 – 09:55 **An Insight into New Generation OVDs**  
Dr. Mark Deakes, General Secretary, International Hologram Manufacturers Association (IHMA)
- 09:55 – 10:15 **Protect your brand with Security Labels**  
Mr. Ajit Surana, Director, Holoflex Ltd. (Speaker name awaited)
- 10:15 – 10:35 **Solutions for Anti-Counterfeiting in the Pharmaceutical Industry – Serialization and Track & Trace**  
Mr. Mark Davison, Founder & CEO, Blue Sphere Health
- 10:35 – 10:55 **Global Trends in Counterfeit and Brand Protection**  
Mr. Robin Mackenzie, Marketing Director, De La Rue
- 10:55 – 11:00 **Questions and Answers; Felicitation of Speakers**
- 11:00 – 11:30 **Exhibition Opens and Networking Tea Break**

#### SESSION VI: CASE STUDIES AROUND THE GLOBE

- 11:30 – 11:35 **Session Introduction**  
Chaired by Mr. Nakul Pasricha, CEO PharmaSecure and Vice President ASPA
- 11:35 – 11:55 **Case Study: Delhi Govt. Initiatives to combat Illicit Liquor**  
Mr. Sanjay Kumar, Commissioner, Excise, Entertainment and Luxury Tax, Delhi State Excise Department
- 11:55 – 12:15 **Success Stories: Authentication Solutions for Protecting Sports Brand**  
Mr. Dewakar Mahendru, Associate Vice President, Holostik India Ltd.
- 12:15 – 12:35 **How Strategic and Tactical Consulting can help fight Counterfeit: Case study and Lessons Learnt**  
PWC\*
- 12:35 – 12:55 **Questions and Answers; Felicitation of Speakers**
- 12:55 – 01:40 **Exhibition Opens and Networking LUNCH**

#### SESSION VIII: THE WAY FORWARD

- 01:40 – 01:45 **Session Introduction**  
Chaired by Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert and Author & Former President, ASPA & Managing Director – PRS Permacel Pvt. Ltd
- 01:45 – 02:05 **Protecting your brand from counterfeiting using best technologies/practices**  
Mr. Prashant Kumar Gupta, Country Head, Sales, Shriram Veritech Solutions Pvt. Ltd.
- 02:05 – 02:50 **Selection & Integration of Best Authentication by Customers for Anti-Counterfeiting Solutions**  
**Panelists**  
**Mr. Ravi Mathur**, CEO, GS1  
**Mr. Bejon Misra**, Founder, Partnership for Safe Medicines India\*  
**Mr. Rajiv Hiranandani**, Executive Director & Country Head, Onspot Solutions  
**Mr. Prashant Kumar Gupta**, Country Head, Sales, Shriram Veritech Solutions Pvt. Ltd.  
**Mr. U. K. Gupta**, President – ASPA & Chairman & Managing Director, Holostik India Ltd.
- 02:50 – 02:55 **Questions and Answers; Felicitation of Speakers**
- 02:55 – 03:00 **Concluding Remarks and Insights from the Conference**



## VENUE

The 2017 event will be held at TAJ MAHAL Hotel, No 1 Mansingh Road, 110011, New Delhi, India. Located in the heart of Lutyen's Delhi, Taj Mahal Hotel New Delhi offers luxurious accommodation situated amidst 6 acres of landscaped grounds. Taj Mahal Hotel New Delhi is within 2 km from the well-known Rashtrapati Bhavan. It is 18 km from the Delhi International Airport and 5 km New Delhi Railway Station. For room booking please visit the link [www.authenticationforum.com/venue.html](http://www.authenticationforum.com/venue.html)

## REGISTRATION

To be part of Authentication Forum 2017, please visit at [www.authenticationforum.com](http://www.authenticationforum.com) to book online or download order form or contact

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## FEES

Standard: INR 10,500 + 15% taxes per delegate

ASPA members: INR 9,500 + 15% taxes per delegate

*Fees do not include travel, visa, accommodation or accompanying spouse or social partner fees for the evening reception.*

## Here to Help

If you have any questions about the conference, you can contact the conference team.

## Other information

Conference Language:  
The conference will be conducted in English.

## Your conference Organiser:

The event is jointly organised by Authentication Solution Providers' Association (ASPA) and Messe Frankfurt India. For more information visit us at [www.aspaglobal.com](http://www.aspaglobal.com) and [www.in.messefrankfurt.com](http://www.in.messefrankfurt.com).

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