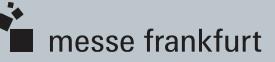


# Leadership Summit for Anti-Counterfeiting and Brand Protection

8 – 9 February 2017 Taj Mahal Hotel New Delhi, India







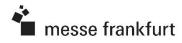
Domestic as well as International Counterfeit of Goods has increased manifold in size and scope in the last decade, being increasingly controlled by organized criminal networks. Counterfeit now poses a threat to the global security, economic development, consumer safety and health and effective governance.

The Authentication Forum aims to provide an opportunity to leaders from Private and Public Sectors for analyzing Economic and Social Impact of counterfeit goods on enforcement actions and strategies. The 2 day high level conference will bring together around 150 delegates and business leaders from a cross-section of industries including the Pharmaceutical Industry, Automotive Industry, Information Security and Solution Providers, Regulatory Authorities and Law Enforcement Agencies to discuss and debate upon the pertinent issues posing threat to the Manufacturers and their processes.

The purpose of the Forum is to develop a collective understanding of the scope of the problem of counterfeit goods, identifying preventive measures from Governments and private sectors with regards to anti-counterfeiting and generating ideas for co-operation between different bodies to ensure a synergy of effective solutions to battle counterfeiting.









### **Delegate profile:**

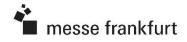
- Pharmaceutical Manufacturers and Distributors
- Auto-Component Aftermarket Manufacturers and Suppliers
- FMCG and Personal Care Brand Protection Managers, Merchandisers and Marketing Managers
- Alcohol & Tobacco Regulatory and Quality Officers, Brand Manager and Business Heads
- Chemicals and pesticides Proprietors, Regulatory authorities and quality controllers
- Authentication Solution Providers
- Serialization, Track & Trace, Inks and Paper Solution Providers
- Government, Custom, Revenue and Excise Officials
- Regulatory, Law Enforcement and Investigative Agencies

## PROGRAM

### DAY 1 8<sup>th</sup> February, 2017

Welcome Note09:30 - 10:00Welcome Note : Mr. Nakul Pasricha, Vice President - Authentication Solution Providers' Association (ASPA) & CEO, PharmaSecure Lamp Lighting Ceremony & Inaugural Address Shri Ravi Shankar Prasad, Hon'ble Minister, Law & Justice and Electronics and Information Technology*Session I: An overview of Counterfeit Menace in the Indian Marketplace (Viewpoint; Government, Policy makers and Industry Stakeholders)Session Chairman: Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President, Authentication Solution Providers' Association (ASPA) & Former Managing Director - PRS Permacel Pvt. LtdPanelists09:00 - 11:20• Mr. P V Rama Sastry, Joint Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Govt. of India • Dr. G. N. Singh, Drug Controller General of India, Central Drugs Standard Control Organization (CDSCO)10:00 - 11:20• Mr. Anvind Gupta - National President (Convener), IT Cell, Bhartiya Janta Party (BJP) • Mr. Anil Rajput, Senior Chair - Federation of Indian Chambers of Commerce & Industry - Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (FICCI CASCADE) & Vice President - Corporate Affairs, ITC Ltd. • Mr. Rama Shankar Pandey, Co-Chairman, Consumer Affairs & Anti - Counterfeit Committee, Automotive Component Manufacturers' Association of India (ACMA) & Managing Director, Hella India	09:00 - 09:30	Delegate Registration and Tea	
makers and Industry Stakeholders)Session Chairman: Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President, Authentication Solution Providers' Association (ASPA) & Former Managing Director – PRS 		Welcome Note         Welcome Note : Mr. Nakul Pasricha, Vice President – Authentication Solution Providers'         Association (ASPA) & CEO, PharmaSecure         Lamp Lighting Ceremony & Inaugural Address         Shri Ravi Shankar Prasad, Hon'ble Minister, Law & Justice and Electronics and Information         Technology*	
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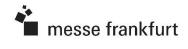






TUTU	
11:20 - 11:30	Questions and Answers; Felicitation of Speakers
11:30 - 12:00	Exhibition Opens and Networking Tea Break
Session Chairma	Session II Issues in Counterfeiting : Challenges & Problems across Sectors an: Mr. Manoj Kochar, Chairman, International Holograms Manufacturers Association (IHMA), & Director, Holoflex Ltd.
12:00 - 12:05	Session introduction
12:05 – 12:25	Fake Auto Parts : Concern of Auto Industries ZF India (Speaker name awaited)
	Spurious Medicines : Problems & Challenges in the Pharmaceutical Industries
12:25 - 12:45	Dr. Shailesh Iyyenger, President, Organisation of Pharmaceutical Producers of India (OPPI) & Managing Director, Sanofi India Ltd.*
12.15 12.05	FMCG Counterfeiting in India – Problems and Challenges
12:45 – 13:05	Mr. Rajat Wahi, Partner, KPMG
13:05 – 13:10	Questions and Answers; Felicitation of Speakers
13:10 - 14:00	Exhibition Opens and Networking Lunch
Se	ssion III Issues in Counterfeiting : Challenges & Problems across Sectors – Part II
	Session Chairman: Mr. Mukesh Goel, Director, Gopsons Papers Ltd
14:00 - 14:05	Session introduction
14.05 14.25	Fake Labels & Liquor: Challenges of Counterfeiting in the Liquor Industry
14:05 – 14:25	Mr. Pramod Krishna, Director General, Confederation of Indian Alcoholic Beverage Companies
	Challenges faced by the Indian Beverage Industries – Protecting Trademarks & Package
14:25 – 14:45	Design Copyrights
14.25 - 14.45	Mr. Sundar Moorthi, Senior Manager – Packaging, Coca Cola India Pvt. Ltd. & Indian Beverage
	Association (IBA)
14:45 – 15:05	Counterfeit Mobile Phones and accessories: Recent Trends
14.45 15.05	Mr Pankaj Mohindroo, Founder and National President, Indian Cellular Association (ICA)
15:05 – 15:10	Questions and Answers; Felicitation of Speakers
15:10 – 15:30	Exhibition Opens and Networking Tea Break
	Session IV Anti-Counterfeiting Strategies : Beyond Solutions
	Session Chairman: Mr. Ranesh Bajaj, Executive Director, Creed Engineers
15:30 – 15:35	Session introduction
	360° integrated approach against counterfeiting
15:35 – 15:55	Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President ASPA &
	Former Managing Director – PRS Permacel Pvt. Ltd.
15:55 – 16:10	ISO 12931:2012 - Performance criteria for authentication solutions
	Dr. S N Bhattacharya, Noted Expert on Standards and Former Vice President (R&D) and
	Innovations, PRS Permacel Pvt. Ltd.
	Successful Execution of Raids : Legal and Law Enforcement Perspectives
16:10 – 16:50	a. Legal Insights
	a. Legal Insights Mr. Pravin Anand, Managing Partner, Anand & Anand
	Mil. Flavin Ananu, Managing Farther, Ananu & Ananu
	b. Law Enforcement Perspective
	Mr. Vineet Vinayak, Joint Director – Economic Offense Zone -I (Delhi), Central Bureau of
	Investigation (CBI)*
16:50 - 17:10	Counterfeiting Fueling Terrorism – The Link that Exists
10.00 17.10	





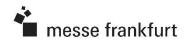


	Mr. Uday Devineni, ICE Representative, Department of Homeland Security-Homeland Security Investigations, US Embassy, New Delhi, India Enforcement (ICE) Homeland Security Investigations
17:10 - 17:20	Questions and Answers; Felicitation of Speakers
17:20 - 17:25	Thank You Note by Cocktail Dinner Sponsor
	De La Rue
17:25 – 18:00	Visit to Exhibition
18:00	Cocktails followed by Gala Dinner & Live Music

# DAY 2 9<sup>th</sup> February, 2017

09:00 - 09:30	Delegate registration and Tea	
Session V Overview of Security Technologies & Solutions		
Session Chairman: Mr. G. S. Dhillon, Managing Director, Alpha Lasertek India Ltd.		
09:30 - 09:40	Session introduction	
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	
09.55 - 10.15	Mr. Ajit Surana, Director, Holoflex Ltd.	
	Solutions for Anti-Counterfeiting in the Pharmaceutical Industry – Solutions and Strategic	
10:15 – 10:35	Consulting	
	Mr. Mark Davison, Founder & CEO, Blue Sphere Health	
10:35 - 10:55	Global Trends in Counterfeit and Brand Protection	
10.55 10.55	Mr. Robin Mackenzie, Marketing Director, De La Rue	
10:55 - 11:15	Food Safety - Innovative Raman based IOT moves testing from Lab to Field	
	Mr. Deepak Mehrotra, CEO, Oak Analytics	
11:15 – 11:20	Questions and Answers; Felicitation of Speakers	
11:20 - 11:45	Visit to Exhibition and Networking Tea Break	
	Session VI Case Studies around the World	
Session Chairm	an: Mr. Nakul Pasricha, Vice President – Authentication Solution Providers' Association (ASPA)	
	& CEO, PharmaSecure	
11:45 - 11:50	Session introduction	
11:50 - 12:10	Case Study – Delhi Government Initiatives to combat Liquor Counterfeiting	
11.50 - 12.10	Mr. Sanjay Kumar, Commisioner (Excise, Entertainment & Luxury Tax)	
12:10 - 12:30	Success Stories: Authentication Solutions for Protecting Sports Brand	
	Mr. Diwakar Mahendru, Associate Vice President, Authentication Solutions, Holostik Ltd.	
12:30 - 12:50	How Strategic and Tactical Consulting can help fight Counterfeit : Case Study and Lessons	
	Learnt	
	Mr. Puneet Garkhel, Partner, Pricewaterhouse Coopers	
12:50 - 13:05	Global Standards and Solutions to curb Counterfeit – A Case Study	
	Mr. Ravi Mathur, CEO, GS1 India	
13:05 - 13:10	Questions and Answers; Felicitation of Speakers	
13:10 - 13:55	Visit to Exhibition and Networking Lunch	







	Session VII The Way Forward
Session Chairm	nan: Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President
	ASPA & Former Managing Director – PRS Permacel Pvt. Ltd
13:55 – 14:00	Session introduction
14:00 - 14:20	Protecting your brand from counterfeiting using Best technologies & Practices
14.00 - 14.20	Mr. Prashant Kumar Gupta, Country Head, Sales, Shriram Veritech Solutions Pvt. Ltd.
	Selection & Integration of Best Authentication Solutions by Customers for Anti-
	Counterfeiting Solutions
	Moderator
	Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President ASPA & Former
	Managing Director – PRS Permacel Pvt. Ltd.
14:20 - 15:00	
	Panelists
	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 – Authentication Solutions Providers' Association (ASPA) &
	Chairman & Managing Director, Holostik India Ltd.
15:00 - 15:05	Questions and Answers; Felicitation of Speakers
15:05 - 15:10	Concluding Remarks and Insights from the Conference
15:10	Networking Tea
*invited	

\*invited



