



The **AUTHENTICATION** Forum

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.

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



DELEGATE KIT PARTNER



COCKTAIL DINNER PARTNER



EXHIBIT PARTNERS



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

8th February, 2017

09:00 – 09:30	<i>Delegate Registration and Tea</i>
09:30 – 10:00	<p>Welcome Note Welcome Note : Mr. Nakul Pasricha, Vice President – Authentication Solution Providers' Association (ASPA) & CEO, PharmaSecure</p> <p>Lamp Lighting Ceremony & Inaugural Address Shri Ravi Shankar Prasad, Hon'ble Minister, Law & Justice and Electronics and Information Technology*</p>
<p>Session I: An overview of Counterfeit Menace in the Indian Marketplace (Viewpoint; Government, Policy makers and Industry Stakeholders)</p> <p>Session Chairman: Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President, Authentication Solution Providers' Association (ASPA) & Former Managing Director – PRS Permacel Pvt. Ltd</p>	
10:00 – 11:20	<p>Panelists</p> <ul style="list-style-type: none"> • 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) • Mr. Arvind 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 • Mr. Vivek Padgaonkar, Director – Project & Policy, Organization of Pharmaceutical Producers of India (OPPI)

11:20 – 11:30	<i>Questions and Answers; Felicitation of Speakers</i>
11:30 – 12:00	<i>Exhibition Opens and Networking Tea Break</i>
Session II Issues in Counterfeiting : Challenges & Problems across Sectors Session Chairman: Mr. Manoj Kochar, Chairman, International Holograms Manufacturers Association (IHMA), & Director, Holoflex Ltd.	
12:00 – 12:05	<i>Session introduction</i>
12:05 – 12:25	Fake Auto Parts : Concern of Auto Industries ZF India (Speaker name awaited)
12:25 – 12:45	Spurious Medicines : Problems & Challenges in the Pharmaceutical Industries Dr. Shailesh Iyenger, President, Organisation of Pharmaceutical Producers of India (OPPI) & Managing Director, Sanofi India Ltd.*
12:45 – 13:05	FMCG Counterfeiting in India – Problems and Challenges Mr. Rajat Wahi, Partner, KPMG
13:05 – 13:10	<i>Questions and Answers; Felicitation of Speakers</i>
13:10 – 14:00	<i>Exhibition Opens and Networking Lunch</i>
Session III Issues in Counterfeiting : Challenges & Problems across Sectors – Part II Session Chairman: Mr. Mukesh Goel, Director, Gopsons Papers Ltd	
14:00 – 14:05	<i>Session introduction</i>
14:05 – 14:25	Fake Labels & Liquor: Challenges of Counterfeiting in the Liquor Industry Mr. Pramod Krishna, Director General, Confederation of Indian Alcoholic Beverage Companies
14:25 – 14:45	Challenges faced by the Indian Beverage Industries – Protecting Trademarks & Package Design Copyrights 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 Mr Pankaj Mohindroo, Founder and National President, Indian Cellular Association (ICA)
15:05 – 15:10	<i>Questions and Answers; Felicitation of Speakers</i>
15:10 – 15:30	<i>Exhibition Opens and Networking Tea Break</i>
Session IV Anti-Counterfeiting Strategies : Beyond Solutions Session Chairman: Mr. Ranesh Bajaj, Executive Director, Creed Engineers	
15:30 – 15:35	<i>Session introduction</i>
15:35 – 15:55	360° integrated approach against counterfeiting 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.
16:10 – 16:50	Successful Execution of Raids : Legal and Law Enforcement Perspectives a. Legal Insights Mr. Pravin Anand, Managing Partner, Anand & Anand 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

	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	<i>Questions and Answers; Felicitation of Speakers</i>
17:20 – 17:25	Thank You Note by Cocktail Dinner Sponsor De La Rue
17:25 – 18:00	<i>Visit to Exhibition</i>
18:00	<i>Cocktails followed by Gala Dinner & Live Music</i>

DAY 2
9th February, 2017

09:00 – 09:30	<i>Delegate registration and Tea</i>
<p align="center">Session V Overview of Security Technologies & Solutions Session Chairman: Mr. G. S. Dhillon, Managing Director, Alpha Lasertek India Ltd.</p>	
09:30 – 09:40	<i>Session introduction</i>
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.
10:15 – 10:35	Solutions for Anti-Counterfeiting in the Pharmaceutical Industry – Solutions and Strategic Consulting 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 – 11:15	Food Safety - Innovative Raman based IOT moves testing from Lab to Field Mr. Deepak Mehrotra, CEO, Oak Analytics
11:15 – 11:20	<i>Questions and Answers; Felicitation of Speakers</i>
11:20 – 11:45	<i>Visit to Exhibition and Networking Tea Break</i>
<p align="center">Session VI Case Studies around the World Session Chairman: Mr. Nakul Pasricha, Vice President – Authentication Solution Providers' Association (ASPA) & CEO, PharmaSecure</p>	
11:45 – 11:50	<i>Session introduction</i>
11:50 – 12:10	Case Study – Delhi Government Initiatives to combat Liquor Counterfeiting Mr. Sanjay Kumar, Commissioner (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	<i>Questions and Answers; Felicitation of Speakers</i>
13:10 – 13:55	<i>Visit to Exhibition and Networking Lunch</i>

Session VII The Way Forward	
Session Chairman: Mr. Pradeep Shroff, Noted Anti-Counterfeiting Expert, Author, Former President ASPA & Former Managing Director – PRS Permacel Pvt. Ltd	
13:55 – 14:00	<i>Session introduction</i>
14:00 – 14:20	Protecting your brand from counterfeiting using Best technologies & Practices Mr. Prashant Kumar Gupta, Country Head, Sales, Shriram Veritech Solutions Pvt. Ltd.
14:20 – 15:00	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. Panelists <ul style="list-style-type: none"> • 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	<i>Questions and Answers; Felicitation of Speakers</i>
15:05 – 15:10	<i>Concluding Remarks and Insights from the Conference</i>
15:10	<i>Networking Tea</i>

**invited*