



The
AUTHENTICATION
Forum

Leadership Summit for Anti-Counterfeiting and Brand Protection

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



Event Overview

Domestic as well as International Counterfeiting 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 businesses, adversely impacting revenues as well as brand credibility, besides jeopardizing consumer interests. Smuggling and counterfeit of goods in India has cost an estimated loss of Rs 39, 239 crore to the government in 2014. (Source: FICCI)

The Authentication Forum aims to provide an opportunity to leaders from across industries and sectors to look at the huge business and consumer impacts of counterfeit goods and discuss effective strategies and to combat the same. The 2 day high level conference shall help in 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.

Who should attend?

- Industry professionals – pharmaceuticals, automotive components, FMCG, alcoholic beverages, tobacco, personal care, electronic appliances
- Brand Protection, enforcement, security, integrity and management companies
- Labeling companies and packaging converters
- Track & trace and serialization technologies providers
- Government and law enforcement officials
- Customs and excise officials

Benefits of Attending

1. Discover new ways to protect your brand and stop counterfeit
2. Meet 120 professionals to share best practices from around the world
3. Listen to the challenges faced by authorities and learn from practical examples
4. Talk with specialist suppliers and compare authentication technologies
5. Enhance your knowledge and network with industry peers
6. Ask experts for advice in panel discussions

Confirmed Speakers



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

Mr. Shroff is a seasoned professional with a rich experience of more than 35 years in the Authentication Industry. He worked with Johnson and Johnson, India for almost 25 years and retired as President and Managing Director of PRS Permacel Pvt. Ltd. He has also served as Past President, Authentication Solution Providers' Association and Board Member of International Hologram Manufacturers Association, UK.

Presentation Topic : Counterfeiting across Sectors: Strategies & Best Practices on dealing with Forged Products
Date : 8th February, 2017



Mr. Ravi Mathur, CEO, GS1

Mr. Mathur has been the Chief Executive Officer of GS1 India since 1998, driving adoption of global standards and best practices for enhancing operational performance of organisations across Industry sectors worldwide. He has over 38 years of rich experience across Industry and Service Sectors including Larsen & Toubro, Deutsche Audco GmbH , Sprint RPG, Sea Seat and General Electric in Sales and Marketing, General Management & Production Planning and Control.

Panel Discussion : Anti-Counterfeiting Strategies: Applying Innovative Approaches to Business Intelligence and Customer Protection

Date : 8th February, 2017



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

Mr. Davison is a world renowned entrepreneur, consultant, speaker and writer. He is Founder of Blue Sphere Health, providing added-value services to pharma, healthcare companies and related organizations. He was voted onto Medicine Maker magazine's Power List 2016 of 100 most influential people in pharma manufacturing and development.

Presentation Topic : Role of Tactical and Strategic Consulting in Pharmaceutical Industries Worldwide
Date : 8th February, 2017



Mr. Safir Anand, Senior Partner & Head of Department (Trademarks, Contractual & Commercial IP), Anand & Anand

Mr. Safir Anand advises numerous Fortune 500 companies and acts for clients from diverse industries and sectors. He is also the member of a number of illustrious national and international Lawyer Associations including Bar Council of India, INTA, APAA, Asia-Pacific Lawyers Association, SAARCLAW, AIPPI, International Bar Association, LIMA India Advisory Committee, Luxury Society, The Association of Media and Entertainment Counsel, The International Franchising Association and Centre for International Legal Studies and Government Task Forces and Functional Departments.

Presentation Topic : Successful Execution of Raids
Date : 8th February, 2017



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

Mr. Devineni is the Immigrations & Customs Enforcement representative for Homeland Security Investigations (HSI) in India which conducts counterfeit pharmaceutical investigations under the US Customs/Intellectual Property Rights (IPR) authority. His regions of responsibility include India, Bhutan, Bangladesh, Maldives, Nepal & Sri Lanka.

Presentation Topic : Counterfeiting and Terrorism
Date : 8th February, 2017

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Conference Agenda

8th February, 2017

Inaugural Session : The Menace of Counterfeit Menace in the Indian Marketplace

- Welcome Note
- Lamp Lighting Ceremony by Chief Guest & Keynote Address
- Counterfeiting across Sectors: Strategies & Best Practices on dealing with Forged Products
- The menace of counterfeiting : Dealing with the Aftermaths of Forged Products

Session II Sector Focus : Counterfeit across Industries

- Counterfeit Auto Parts: A Growing Industry Epidemic
- Spurious Medicines : Posing Risk to both Patients & Businesses Alike
- Curbing counterfeit in Fast Moving Consumer Goods : Ways to tackle

Session III Panel Discussion – Strengthening Anti-Counterfeiting Strategies – Key Learnings from Ersatz Trends across Industries

- Anti-Counterfeiting Strategies: Applying Innovative Approaches to Business Intelligence and Customer Protection

Session IV : Anti-Counterfeiting Strategies & Best Practices

- Excise Adhesive Label – Liquor
- Strengthening GST Implementation by curbing Counterfeit
- Successful Execution of Raids
- Role of Tactical and Strategic Consulting in Pharmaceutical Industries Worldwide – Blue Sphere Health
- Counterfeiting and Terrorism

Conference Agenda

9th February, 2017

Session V : Physical and Digital Authentication Solutions
<ul style="list-style-type: none">• An Insight into New Generation OVDs• Smart Phone Authentication• Serialization and Track & Trace
Session VI : Interactive Session – Choosing & Implementing the Right Authentication Solutions
<ul style="list-style-type: none">• Best Practices for Selecting and Adopting the Right Authentication Solutions• ISO Standards 12931
Session VII : Case Studies around the World
<ul style="list-style-type: none">• Tax Stamps for Tobacco – Mauritius, Philippines or Nepal Experience• HoloSPOTTM – Ghana and Uganda• Concluding Remarks and Insights from the Conference

*Draft program subject to modification

Messe Frankfurt's past Conferences against counterfeiting

pharmasafe

INDIA

Conference on Anti-Counterfeiting & Brand Protection for the Indian Pharmaceutical Industry

24 – 25 November, 2015
Courtyard Marriott, Mumbai

22 – 23 September, 2016
Holiday Inn, Mumbai



TESTIMONIALS *

“The significance of dealing with the concept of counterfeiting is in itself unique and I appreciate the initiative taken by Messe Frankfurt India to draw attention on this present-day vital issue.”

Mr. Sudhansh Pant, I.A.S., Joint Secretary (Policy), Department of Pharmaceuticals, Ministry of Chemicals and Fertilisers, Govt. of India

“The initiative and purpose behind this first-of-its-kind forum for the sector is truly commendable. The discussions here are need of the hour and it is time the industry and other key stakeholders came together as one to address the serious challenge of counterfeiting of Pharmaceuticals.”

Dr. Shailesh Ayyangar, Managing Director, India & Vice President, South Asia, Sanofi & President, Organization of Pharmaceutical Producers of India (OPPI)

ACMA automechanika

NEW DELHI

Conference on Challenges and Opportunities before the Indian Auto-component Aftermarket

8 – 9 February, 2013
Pragati Maidan, New Delhi

27 February, 2015
Pragati Maidan, New



TESTIMONIALS *

“The most important and ever growing sector in the Indian Automotive industry is the Auto Ancillary aftermarket. I have come to realize that ACMA Automechanika New Delhi is a very important platform for the Industry, and have found most of the leading companies as well as the smaller companies from India, Germany, Japan and Korea. The whole gamut of the automotive aftermarket is here.”

Ms. Yashodhara Raje Scindia Minister of Commerce, Industries and Employment, Madhya Pradesh

We want our customers to be aware of counterfeit products in the Indian Industry and in collaboration with Messe Frankfurt and ACMA, we will work against counterfeiting in the Indian Industry.

Mr. Guenter Weber, Regional President, Automotive Aftermarkets, Bosch Ltd.

“With key members of the industry present here, I would like to use this platform to announce that FDA in its commitment to combat counterfeiting has decided to assign two FDA members to the industry who they can share evidence, exchange information and work together in confidentiality.”

Mr. Omprakash Sadhwani, Joint Commissioner of Food and Drug Administration, Maharashtra

“Counterfeiting is largely invisible and therefore not much attention has been given to this issue. With the hot subject of counterfeiting being taken up in the presence of great speakers and key government representatives, Pharmasafe India has turned out to be one of the best platforms in the industry. We feel this is an excellent initiative that Messe Frankfurt has taken that aligns with our objective and would love to be part of it again next year.”

Mr. Ajit Singh, Chairman, ACG Worldwide

KEY PRESENTATION TOPICS*

Overview of authentication solutions – How to select solutions according to your needs

Mr. Nityanand Shenoy, Governing Body Member, Authentication Solution Providers' Association; President & Managing Director, PRS Permacel

Track and Trace Solutions to combat Counterfeiting

Mr. Shaunak J. Dave, Asian Market Director, Optel Vision Inc.

Packaging Solutions – Staying Ahead of Counterfeiters

Mr. Appadurai A., Country Manager, HP Indigo and Inkjet Solutions

Strong branding techniques to prevent drug counterfeiting

Mr. Ganesh Shenoy, Manager - Global Business Development, ACG Associated Capsules Pvt. Ltd.

Like the rest of the Indian automotive industry, the aftermarket also continues to grow, becoming more modern and aligning with the world. ACMA Automechanika is a great service to the industry, allowing auto-component players to meet the aftermarket, promote their brand and educate them about the effectiveness of genuine auto-components.

Mr. Ashok Taneja, Managing Director & CEO, Shriram Pistons & Rings

ANG does not sell in India and yet we see copies of our products being sold in the market. There is a dire need for stronger legislations to address counterfeiting in the replacement market. We came to Automechanika to look for distribution channels in India and are very happy with the visitor footfall as well as mileage we got through the exhibition. Compared to other shows, ACMA Automechanika New Delhi certainly stands out as it is much more focused and got us only serious buyers. We are certainly going to be a part of the show again next year and are here for the long-run.

Mr. Premjit Singh Chadha, Managing Director, ANG Industries Ltd.

KEY PRESENTATION TOPICS*

Serialization and Mobile Product Authentication (MPA) Solutions for Auto-Components

Mr. Anand Mehta, Country Head - India, Sproxil Inc.

Digital Mass Encryption - Effective New Strategy to Combat Counterfeiting in the Automotive Parts Industry

Mr. Saravanan Jeeva, Kezzler AS (Norway)

Integrated and Multi-pronged approach to curb Counterfeiting of Auto-parts

Mr. Sanjay Kaushik, Chief Operating Officer, Pinkerton Consulting and Investigations India Pvt. Ltd.

*** Speaker/Delegate designations (job titles) as on the dates of the Conferences**

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