



- Protect Your Brand Globally: Fight Counterfeiting, Smuggling and Piracy -

October 12-13, 2017, ITC Maurya, New Delhi

Tentative Programme

12 October - DAY 1	REGISTRATION
10:00 – 11:30 am	<p>INAUGURAL SESSION</p> <ul style="list-style-type: none">▪ Welcome Address by Mr. Pankaj R Patel, President, FICCI▪ Address by Mr. Anil Rajput, Chairman, FICCI CASCADE▪ Special Address by Mr. Sergey Kapinos, UNODC Regional Representative, South Asia▪ Special Address by Ms. Vanaja S. Sarna, Chairperson, Central Board of Excise and Customs*▪ Inaugural Address by Shri Suresh Prabhakar Prabhu, Hon'ble Minister, Ministry of Commerce and Industry, Govt. of India*▪ Release of FICCI CASCADE & KPMG publication : <i>Illicit Trade: Fueling Terror Financing and Organized Crime</i> <p>Anti-Counterfeiting and Smuggling Awards & Felicitation Ceremony - Best Performing Officers</p> <ol style="list-style-type: none">1. Indian Coast Guard2. Border Security Force, Ministry of Home Affairs3. SSB4. Customs5. Directorate of Revenue Intelligence (DRI)6. Police7. Assam Rifles <ul style="list-style-type: none">▪ Moderation and Concluding Remarks by FICCI
11:30: 11:45 am	Tea / Coffee

*Invited

11:45: 1:00 pm	<p>SESSION 1</p> <p>Countering illicit market operations – synergies to secure our future <i>Illicit markets have broad economy-wide effects on trade, investment, employment, innovation, criminality, environment, and most importantly, on the health and safety of the consumers. Several efforts have been undertaken to curb smuggling, counterfeiting and piracy. In spite of these, illicit markets continue to thrive across all industry segments. Hence, a proactive strategy should be in place to fight this serious menace to public health and safety, and to the government taxes</i></p> <p>Session will focus on</p> <ul style="list-style-type: none"> • Global response in addressing Counterfeiting, Piracy, Smuggling and Transnational Organized Crime • Best practices in cooperation among industry, Governments, international organizations and enforcement agencies in countering illicit trade • Reshaping the Consumer’s Mindset- Protecting them from the Dangers of Counterfeit, Pirated and Smuggled Products <p>Session Chair: Mr. Rajiv Aggarwal, IAS, Joint Secretary, Department of Industrial Policy & Promotion, Ministry of C&I, Govt. of India</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Mr. Stephane Jacobzone, Counsellor, Public Governance, OECD, Paris ▪ Mr. Timothy K. Browning, Attorney-Advisor, US Patents and Trademarks Office, Washington ▪ Mr. Felix AVELLAN, Criminal Intelligence Officer, INTERPOL, Lyon ▪ Mr. Mayank Vaid, IP Director, Asia Pacific, Louis Vuitton, Hong Kong
1:00 – 2:00 pm	Lunch
2:00 – 3:15 pm	<p>SESSION 2</p> <p>Defending your brand - measuring the reputational and financial impact on your business <i>A global economy, accessibility of the Internet, technological advancement, consumers demand for low price, low risk of detection and punishment, and lack of awareness, all contribute to the large and growing problem of product counterfeiting and smuggling. The world and field of brand protection is changing. It is imperative how brands should identify what needs to be done to address product counterfeits most effectively and efficiently in the near future be it through retail</i></p>

	<p><i>sales or sales via online platform. A multifaceted problem like this requires an equally multifaceted response that is both strategic and comprehensive. The session will deliberate on how brand owners should understand, detect, prevent, and react to counterfeits in legitimate and illegitimate marketplaces and draw upon the expertise and perspective of many types of public and private stakeholders.</i></p> <p>Session will focus on</p> <ul style="list-style-type: none"> • Holistic and sustainable approaches to brand protection • Reinforcing supply chain integrity • Physical / digital product authentication as an element of the global brand protection strategy • Advances in track and trace, labelling and authentication solutions <p>Session Chair: Mr. P. C. Jha, Advisor, FICCI CASCADE & Former Chairman, Central Board of Excise and Customs (CBEC)</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Mr. Gerard Corbett, Global Head, Brand Protection, Biersdrof, Germany ▪ Mr. Bharat Kapoor, CEO, Strategic IP Information Pte Ltd., Singapore ▪ Ms. Ulla Seiber, Trademark Manager - Legal Affairs, PUMA SE, Germany ▪ Mr. Sidhartha Gautam, Director, KPMG India
3:15 – 3:30 pm	Tea / Coffee
3:30 – 4:45 pm	<p>SESSION 3</p> <p>Building collaborations with law enforcement agencies – eliciting responses against illicit trade and cross border organized crime</p> <p><i>In response to a crime that is spanning international borders, nations around the world are entering into several multilateral, bilateral agreements and joint operations making trans-border cooperation a reality. This session will talk about the nexus of smuggling, counterfeiting and piracy to transnational organised crime with national security implications and address the links between these nefarious activities and transnational organised crime. Discussions will also throw light on building capacities at all levels and coordinating with the private sector in the fight against illicit trade.</i></p> <p>Session will focus on</p> <ul style="list-style-type: none"> • Maritime, Port and Coastal Border Security Challenges • External and Internal Land Border Challenges

	<ul style="list-style-type: none"> • Successfully Plan, Implement, And Prosecute Seizures- Police & Customs/DRI • Making Interagency Co-operation and Information Sharing a Reality - International case studies • New technologies and best practices adopted to aid them in seizing counterfeit and smuggled goods. <p>Session Chair: Mr. Deep Chand, Advisor, FICCI CASCADE & Former Special Commissioner of Police, New Delhi</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Ms. Sandra Wens, Technical Expert / Combating Counterfeiting and Piracy, World Customs Organization (WCO), Brussels ▪ Mr. Udaykiran Devineni, Acting Country Attaché, Department of Homeland Security-Homeland Security Investigations, US Embassy ▪ Mr. Vivek Chaturvedi, IRS, Additional Director General, Directorate of Revenue Intelligence ▪ Mr. Yash Pal Sharma, Regional Investigations Manager, Digital Crimes Unit, CELA, Microsoft
<p>13 October - Day 2</p> <p>10:00 – 10:45 am</p>	<p>OPENING SESSION</p> <p>Opening Remarks by Mr. Narendra Sabharwal, Chair, FICCI IPR Committee & Former Deputy Director General, WIPO</p> <p>Key Note Address by Mr. D. P. Dash, IRS, Director General, Directorate of Revenue Intelligence</p> <p>Address by - The Cell for IPR Promotions & Management (CIPAM), Department of Industrial Policy and Promotion (DIPP), Govt. of India</p>
<p>10:45 - 12:00 noon</p>	<p>SESSION 4</p> <p>Combating Content theft in the Digital World – strategies and solutions</p> <p><i>Enforcing anti-counterfeiting and anti-piracy measures on the internet and on digital platforms with its limitless borders is a daunting task. The session will talk about the extent of trade in counterfeits and pirated products over the internet and discuss cooperative measures to deal with this menace. This session also aims to talk about the importance of generating consumer awareness and build capacity of cybercrime units, discussing the latest enforcement techniques and tools used to purge this criminal activity.</i></p> <p>Session will focus on</p>

	<ul style="list-style-type: none"> • Shaping strategies to tackle transnational content piracy • Steps required to effectively identify, investigate and prosecute online counterfeiting rings • New approaches to online brand protection - Successful International Case Studies <p>Session Chair: Mr. M M Oberoi, IPS, Jt. Commissioner of Police Spl. Cell, Delhi Police</p> <p>Speakers from:</p> <ul style="list-style-type: none"> ▪ Mr. Dewakar Mahanedru, AVP – Solutions Business, HOLOSTIK Group ▪ Mr. Sanjay Kaushik, Managing Director, Netrika Consulting India Pvt. Ltd. ▪ Mr. Uday Singh, Managing Director, MPAA ▪ Mr. Abhishek Dhoreliya, CEO, MarkScan
12:00 noon – 12:15 pm	Tea / Coffee
12:15 pm – 12:30 pm	<p><i>Presentation on Using GST Architecture to Prevent Counterfeit & Illicit Trades and Tax Evasion</i> by Mr. Srivatchan R, Chaturth Business Solutions Pvt. Ltd.</p>
12:30 – 01:45 pm	<p><i>SESSION 5</i></p> <p>Senior leadership discussion: Assess Your Anti- Counterfeiting, Anti-Smuggling & Brand Protection Activities and Determine their Business Worth</p> <p><i>Session will focus on</i></p> <ul style="list-style-type: none"> • Strategies to Reduce Grey Markets Sales • Steps taken by Government, business and consumers to STOP dangerous counterfeits and contrabands • Challenge of enforcing a global consumer brand • Consumer education and awareness programmes as a part of Anti-Counterfeiting, Anti-Smuggling & Brand Protection Strategy • Advances in track and trace, labelling and authentication solutions <p>Session Chair: Mr. Ravi Mathur, Chief Executive Officer, GS1 India, Under Ministry of Commerce, Govt. of India</p> <p>Speakers from:</p> <ul style="list-style-type: none"> ▪ Mr. Dev Bajpai, Executive Director (Legal and Corporate Affairs), Hindustan Unilever Ltd. ▪ Mr. Hemant Malik, Divisional Chief Executive, ITC * ▪ Mr. Ramashankar Pandey, Managing Director, Hella India Lighting Ltd. ▪ Mr. Ranjan Narula, Managing Partner, RNA IP Attorneys

01:45 – 02:00 pm	Conclusion & Way Forward by Mr. Sumantra Mukherjee, Director, KPMG India
02:00 pm	Lunch