

ASIA SECURITY

CONFERENCE & EXHIBITION

2026

ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION

19th - 20th August

Radisson Blu Airport Hotel

Mumbai, India

A global conference designed
with the vision of delivering a
future where illicit trade &
counterfeits are ELIMINATED

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#ASIASec2026

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Welcome to

ASIA SECURITY

CONFERENCE & EXHIBITION



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ANTI-COUNTERFEITING, ILLICIT TRADE &
BRAND PROTECTION



A Word From Hazem Ibrahim

Founder & CEO

ASIAS SECURITY GROUP SDN BHD

Illicit trade and counterfeiting pose significant and escalating threats to society. Governments face substantial losses in tax revenues due to smuggling, counterfeiting, and tax evasion. Legitimate businesses are adversely affected, and consumers are exposed to substandard and unregulated products.

The **ASIA Security Conference & Exhibition** serves as a critical platform, uniting brand owners, regulators, law enforcement agencies, government policy-makers, and security solution providers to address challenges in anti-counterfeiting, online brand protection, cross-border product security, product smuggling, and diversion. This comprehensive event aims to explore and discuss the profound impacts of illicit trade on governments, brands, and society.

Following the successful editions in New Delhi (2025) and (2024), the 2026 conference will move to Mumbai, India, one of Asia's most dynamic commercial and enforcement hubs. Building on India's growing leadership in brand protection and IP enforcement, this edition will spotlight the nation's pivotal role in advancing regional cooperation and technological innovation.

Under the theme "**Strengthening Enforcement, Empowering Innovation: India's Next Chapter in Brand Protection**", the 2026 edition will emphasize the intersection of policy reform, digital transformation, and cross-sector collaboration in curbing illicit trade and protecting legitimate commerce.

The two-day conference will bring together over 200 international and regional experts, offering participants:

- High-level discussions and strategic dialogues on enforcement coordination, policy harmonization, and supply chain security.
- Case studies and country-specific spotlights showcasing successful enforcement operations and brand collaboration models.
- An interactive exhibition featuring the latest brand protection, authentication, and digital tracking technologies.
- Networking sessions and partnership forums fostering joint initiatives between public and private stakeholders.

With Mumbai's reputation as India's commercial capital and innovation hub, the **ASIA Security Conference & Exhibition 2026** will serve as a critical convergence point for driving collective action, inspiring policy change, and shaping the future of brand protection across South Asia.

ASIASec2026

DELEGATE'S ACTION MAP



Two Days. Four Objectives. One Stronger Enforcement Ecosystem.

01

DISCOVER

Identify at least one emerging illicit-trade threat, enforcement approach or technology that influence your work.

My Key Discovery

02

CONNECT

Meet someone from the government, law enforcement, brand, technology provider, e-commerce or logistics industry.

Valuable New Connection(s)

03

COLLABORATE

Explore at least one opportunity for an intelligent sharing, capacity building or public/private cooperation.

Potential Collaboration(s)

04

ACT

Turn the conference's insights into practical next steps.

The Action I Will Take After ASIASec2026



CONVERSATION STARTERS

- What kind of illicit trade threats that are growing fast in your market?
- What are the biggest gaps discovered during an intelligence-sharing session? Where & how can we bridge those gaps?
- What action can our organisation take after Mumbai 2026 conference?



KEYNOTE SPEAKERS



Sh. Alok Jha, IRS
Principal Additional Director General,
National Customs Targeting Center



Central Board Of Indirect Taxes & Customs
Department of Revenue, Ministry of Finance, Government of India



सत्यमेव जयते



Unmesh Sharad Wagh, IRS
Commissioner of Customs, Jawaharlal Nehru
Customs House, Nhava Sheva, India Customs



Central Board Of Indirect Taxes & Customs
Department of Revenue, Ministry of Finance, Government of India



सत्यमेव जयते



P. Vinita Shekhar, IRS
WCO accredited Expert in IPR and Commissioner,
CGST, Mangalore, CBIC, Ministry of Finance



Central Board Of Indirect Taxes & Customs
Department of Revenue, Ministry of Finance, Government of India



सत्यमेव जयते



Prasanna Datar, IRS
Additional Commissioner of Customs
(Central Investigation Unit), Nhava Sheva,
Mumbai Customs



Central Board Of Indirect Taxes & Customs
Department of Revenue, Ministry of Finance, Government of India



सत्यमेव जयते



Raj Tilak Roushan, IPS
Deputy Commissioner of Mumbai Police,
Crime Branch, Mumbai



Swagat Patil, IPS
Assistant Commissioner of Police, Cyber
Cell Crime Branch, Delhi Police



Pinkesh Jain
Joint Controller General of Patents,
Designs & Trademarks



**INTELLECTUAL
PROPERTY INDIA**
PATENTS/DESIGNS/TRADE MARKS
GEOGRAPHICAL INDICATIONS



**Controller
General of Patents,
Designs & Trade Marks**
Office of the Registrar of Trade Marks



Dr. Santosh Indraksha
Deputy Drug Controller, CDSCO,
Government of India



Ganesh R. Rokade
Deputy Director,
Food & Drug Administration (M.S.)



CONFIRMED SPEAKERS



Anuj Bedi

Senior Counsel
- Brand
Protection



Arindom Hazarika

Senior Counsel - Trademarks &
Brand Protection (South Asia)



Arjun Vishwakarma

Manager,
Brand
Protection



Atika Prasad

Intellectual Property Attorney



Atikesh Ajay Yelpokonde

Global
Security
Professional



Chris Merchant

Head of Global Brand
Protection & Security



Dinesh Sharma

Senior
IP Policy
Advisor
for India



Dinker Vashisht

Director, Corporate Affairs

Philip Morris International



Gaurav Gogia

Partner

UNITED & UNITED



Gauri Kumar

India and South Asia Consultant



K. M. Muhsinin Mahbub

Deputy Director, Directorate
General of Drug
Administration
(DGDA), Ministry of Health and
Family Welfare, Bangladesh



Michael Brocher

Global Business Development
& Innovation Manager



Nakano Hiroyuki

Director, Intellectual
Property Right Division



Naveen Kumar

Sales Manager Business
Area Security



Ojaswini Doshi

Anti-Illicit Trade Manager



Pankaj Aseri

Associate Director, Anti-Falsified
Medicines, South East Asia &
the Indian Sub-Continent



Pankaj Monja

CEO & General Counsel



Pramod Kumar

Founding
Partner



Prashant Kumar Gupta

Chief Operating Officer



Puneet Maithani

Associate Director -
Industry Affairs



Ramesh Raj, Kishore

Regional Director -
Asia Pacific



Richa Bakshi

Senior Corporate Counsel



Rodney Van Doreen

Director, Illicit Trade Prevention

Philip Morris International



Sheila Kamdar

Regional Technical Officer
for South Asia



Shubham Istrewal

Senior Manager & Senior
Counsel | Global Brand
Protection - Indian
Subcontinent



Stephen Edwards

Consulting Editor,
FT Longitude



Sulabh Khandelwal

Senior Manager, Global
Brand Protection | India
& South Asia



Sumit Kapoor

CEO



Swarnika Rawat

Brand Protection Unit
Operations Lead



Tanya Gupta

Junior Counsel Brand Protection



DAY ONE | 19th August 2026, Wed

Strengthening Enforcement, Empowering Innovation: India's Next Chapter In Brand Protection

- 0850** CHAIRPERSON OPENING REMARKS
By *Gaurav Gogia, Partner, United & United*
- 0930** OPENING PLENARY: India's Leadership Role In The Global Fight Against Illicit Trade
Speakers:
• *Sh. Alok Jha, IRS, Principal Additional Director General, National Customs Targeting Center*
• *Unmesh Sharad Wagh, IRS, Commissioner of Customs, Jawaharlal Nehru Customs House, Nhava Sheva, India Customs*
• *Raj Tilak Roushan, IPS, Deputy Commissioner of Mumbai police, Crime Branch, Mumbai*
• *Pinkesh Jain, Joint Controller General of Patents, Designs & Trade Marks (CGPDTM), DPIIT, Govt. of India*
- 1020** EXHIBITION TOUR & MORNING REFRESHMENTS
- 1050** Topic 1: Effective Brand Protection — The Most Powerful Way To Protect Your Brand Is To Involve Your Customers
By *Michael Brocher, Global Business Development & Innovation Manager | Naveen Kumar, Sales Manager Business Area Security, KURZ Scribos*
- 1110** Topic 2: Presentation By O2O Investigations — The Value Of Close Cooperation Between Online Monitoring And Offline Investigation
By *Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd*
- 1130** Topic 3: Measuring The Immeasurable. Exploring The Value And Impact Of Illicit Trade — India Edition
By *Stephen Edwards, Consulting Editor, FT Longitude*
- 1150** Topic 4: Combatting Illicit Trade In India — Challenges, Solutions And The Road Ahead
By *Dinker Vashisht, Director, Corporate Affairs, Philip Morris International*
- 1210** Panel Discussion 1: Intelligence-Led Enforcement — Disrupting Counterfeit & Illicit Trade Networks Across Border
Counterfeit and illicit trade networks are becoming increasingly sophisticated, exploiting global supply chains, digital platforms, and cross-border trade routes. This session will explore how intelligence-led enforcement strategies can strengthen the ability of customs authorities, law enforcement agencies, and brand owners to identify, investigate, and dismantle criminal networks operating across jurisdictions.
- Key Discussion Points:
• Strengthening intelligence-sharing mechanisms between Customs, Police, and Brand Owners
• Identifying and disrupting cross-border smuggling routes and transshipment hubs
• Utilizing data analytics, AI, and digital intelligence tools to target high-risk operators
• Public-private collaboration models that have delivered measurable enforcement outcomes
- Moderator
Gaurav Gogia, Partner, United & United
- Panelists:
• *Rodney Van Dooren, Director of Illicit Trade Prevention, Philip Morris International*
• *Prasanna Datar, IRS, Additional Commissioner of Customs (Central Investigation Unit), Nhava Sheva, Mumbai Customs*
• *Swagat Patil, Assistant Commissioner of Police, Cyber Crime, Delhi Police*
• *Nakano Hiroyuki, Senior Director (Intellectual Property Rights) New Delhi, JETRO - Japan External Trade Organization*
• *Dinesh Sharma, Senior IP Policy Advisor for India, U.S. Patent and Trademark Office (USPTO)*
• *Anuj Bedi, Senior Counsel Brand Protection Indian Sub-Continent and Middle East, Puma*
• *Stephen Edwards, Consulting Editor, FT Longitude*
- 1335** NETWORKING LUNCH
- 1500** Panel Discussion 2: E-Commerce, Social Media & Digital Marketplaces — The New Frontline In The Fight Against Counterfeiting
The growth of e-commerce, social media platforms, and digital marketplaces has fundamentally changed the counterfeit landscape. Criminals are increasingly exploiting online channels to distribute illicit products directly to consumers, often operating across multiple platforms simultaneously.
- Key Discussion Points:
• Emerging trends in counterfeit sales across marketplaces, social commerce, and messaging platforms
• AI-powered monitoring and automated takedown strategies
• Enhancing cooperation between platforms, rights holders, and enforcement agencies
• Addressing repeat offenders and cross-platform counterfeit networks
- Moderator
Gauri Kumar, India and South Asia Consultant, International Trademark Association (INTA)
- Panelists:
• *P. Vinita Shekhar, IRS, WCO accredited Expert in IPR and Commissioner, CGST, Mangalore, CBIC, Ministry of Finance*
• *Richa Bakshi, Senior Corporate Counsel, Amazon*
• *Swarnika Rawat, Regional Brand Protection Manager - ISC, Beiersdorf*
• *Arindom Hazarika, Senior Counsel, Trademarks & Brand Protection, MEAI Region, SANDISK*
• *Atika Prasad, Global Brand Protection Counsel, Wahl Clipper Corporation*
• *Shubham Istrewal, Senior Manager & Senior Counsel | Global Brand Protection - Indian Sub-Continent, Procter & Gamble*
• *Sheila Kamdar, Regional Technical Officer for South Asia, International Narcotics Control Board*
- 1620** AFTERNOON REFRESHMENTS
- 1640** Panel Discussion 3: Pharmaceutical Crime, Consumer Safety & Public Health — Tackling Counterfeit Medicines In Asia
Counterfeit medicines continue to pose significant risks to patient safety, healthcare systems, and public confidence. This panel will explore how governments, healthcare companies, and enforcement agencies can strengthen regional efforts to combat pharmaceutical crime.
- Key Discussion Points:
• Building resilient supply chains capable of responding to emerging threats
• Detecting product diversion and unauthorized distribution channels
• AI, blockchain, and track-and-trace systems for end-to-end visibility
- Moderator
Ramesh Raj, Regional Director - Asia Pacific, Pharmaceutical Security Institute (PSI)
- Panelists:
• *Dr. Santosh Indraksha, Deputy Drug Controller, CDSCO, Government of India*
• *Pankaj Aseri, Associate Director, Anti-Falsified Medicines, South East Asia & the Indian Sub-continent, Novartis*
• *Pramod Kumar, Founding Partner, The Legist*
• *Sulabh Khandelwal, Senior Manager, Global Brand Protection | India & South Asia, Johnson & Johnson*
• *Atikesh Ajay Yelpokonde, Global Security Professional, Novo Nordisk*
• *K. M. Muhsinin Mahub, Deputy Director, Directorate General of Drug Administration (DGDA), Ministry of Health and Family Welfare, Bangladesh*
• *Ganesh R. Rokade, Deputy Director, Food & Drug Administration (M.S.), Food and Drug Administration Maharashtra*
- 1750** Corporate Presentation by *Pankaj Monga, CEO & General Counsel, SPAN Consulting*
- 1800** CHAIRPERSON CLOSING REMARKS & END OF DAY ONE

DAY TWO | 20th August 2026, Thurs

Strengthening Enforcement, Empowering Innovation: India's Next Chapter In Brand Protection

1000 CHAIRPERSON OPENING REMARKS
Gaurav Gogia, Partner, United & United

1020 Topic 5: ASPA — The Role Of Authentication & Traceability. From Counterfeiting To Consumer Confidence — An ASPA Perspective
By *Puneet Maithani, Director - Industry Affairs, Authentication Solution Providers' Association (ASPA)*

1040 EXHIBITION TOUR & MORNING REFRESHMENTS

1100 Panel Discussion 4: Securing Supply Chains — Leveraging Technology To Combat Counterfeiting, Diversion & Unauthorized Distribution
As counterfeiters become more sophisticated, organizations are increasingly investing in authentication technologies, track-and-trace systems, and supply chain intelligence solutions to protect products and consumers.

Key Discussion Points:

- Authentication technologies, serialization, and digital product identity solutions
- Detecting product diversion and unauthorized distribution channels
- AI, blockchain, and track-and-trace systems for end-to-end visibility
- Building resilient supply chains capable of responding to emerging threats

Moderator

Gaurav Gogia, Partner, United & United

Panelists:

- *Tanya Gupta, Junior Counsel Brand Protection, Puma Group*
- *Shreyashi Majumdar, IPR Manager, Honda*
- *Arjun Vishwakarma, Manager Brand Protection, SKF Group*

1210 Topic 6: Building Consumer Trust — Empowering Brands Through End-To-End Packaging Security And Traceability
By *Prashant Kumar Gupta, Chief Operating Officer, Canpac Veritech Solutions Pvt. Ltd.*

1230 NETWORKING LUNCH

1340 Panel Discussion 5: Effective Brand Protection Strategy — An A-To-Z Guide

As counterfeiting and illicit trade become increasingly sophisticated across physical markets, e-commerce, social media and global supply chains, brand protection can no longer rely on reactive enforcement alone. This panel will explore how organisations can build a comprehensive, intelligence-led and risk-based brand protection strategy – from identifying vulnerabilities and prioritising threats to leveraging technology, strengthening public-private cooperation and measuring enforcement impact.

Key Discussion Points:

- Building an Intelligence-Led Brand Protection Strategy – Identifying key risks, prioritising products and markets, and adopting a proactive, intelligence-driven approach to combat counterfeiting and illicit trade.
- Strengthening Collaboration Through Technology & Public-Private Partnerships – Leveraging AI, authentication technologies and intelligence sharing while enhancing cooperation between brands, Customs, law enforcement, e-commerce platforms and logistics providers.
- Measuring Success & Adapting to Emerging Threats – Establishing meaningful KPIs, evaluating enforcement impact beyond seizures and takedowns, and continuously evolving strategies to address new counterfeit trends, digital channels and technological advancements.

Moderator

Sumit Kapoor, CEO, Frontier

Panelists:

- *Ojaswini Doshi, Anti-Illicit Trade Manager, Syngenta*
- *Yahya Sabir, Senior Brand Protection Manager, United & United*
- *Senior Representative, Hindustan Unilever*
- *Gauri Kumar, India and South Asia Consultant, International Trademark Association (INTA)*

1405 The Brand Protection Trivia (Networking Activity)

1415 CHAIRPERSON CLOSING REMARKS & END OF DAY TWO

1420 FAREWELL COFFEE BREAK

26th October 2026

Bangkok, Thailand

ASIA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION

CONFERENCE & EXHIBITION
2026

REGIONAL UNITY, GLOBAL IMPACT

ASEAN'S Collective Fight Against Illicit Trade

Uniting governments, enforcement, industries and innovators to strengthen collaboration, protect consumers and build a resilient, trusted marketplace across Asia and beyond.

Fight counterfeits and increase your revenue



Reduce your counterfeit rate

Win back market
shares by customers
avoiding fakes



Take down the counterfeiters

Use the data to find the
sources and the sellers
of fakes, grey market
and other fraud activities



Interact with your customers

Offer digital marketing
and product
information to your
customers

**Protect your
brand and
increase your
revenue**

Protecting What Matters Most.

WE DEFEND YOUR IP, PRODUCTS, REPUTATION AND CUSTOMERS AGAINST COUNTERFEITING



A Winning Combination

Founded in 2001, Champion provides a fully integrated Brand and IP protection service.

We combine 24h AI-powered monitoring and takedown with a team of 130 investigators, backed by an in-house law firm offering a full range of services. This combination ensures optimal results - whatever the challenge may be.

Your Local Partner in China

With offices in Guangzhou, Hangzhou and Hong Kong SAR, our teams have invaluable expertise, and offer close proximity to law enforcement, customs, regulators and courts.

- ✓ 25 years unmatched experience in investigations
- ✓ 14 branch offices across China
- ✓ Cultural, linguistic and regulatory familiarity



24h AI-Powered Online Brand Monitoring

Our 80-strong team allows us to monitor and prevent IP infringement and illicit trade, automate processing and resolution - providing superior protection for brands. We manage IP enforcement and takedowns across China, with capacity to monitor 30+ other countries.



Offline Investigations & Intellectual Property

Supported by 130 full-time investigators and 40 client account staff, we have built a nationwide investigations network which has protected our client's interests for 25+ years. Our work has received awards from both Government agencies and trade organisations.



In-House IP Law Firm & Legal Services

Our 10 lawyers and legal staff support clients in prosecution, litigation and non-contentious enforcement, pertaining to trademarks, patents, copyrights, and unfair-competition matters.



Business Intelligence & Operational Risk

We provide investigation related services in the areas of e-commerce oversight, due diligence of investments, partnerships, and employees, along with licencing management and trade secret protection.

PROTECTING THE BEST BRANDS



ANTI-COUNTERFEITING SOLUTIONS



LABELLING AND PACKAGING SOLUTIONS



DIGITAL SOLUTIONS

Founded in 1993, Veritech has been a pioneer in brand protection solutions, helping brand safeguard their products and build consumer trust. In 2025, Veritech became part of Canpac Trends, a packaging innovation company established in 2010. This Strategic integration combines Veritech's expertise in brand security with Canpac's excellence in packaging solutions. Today, as Canpac Veritech Solutions Private Limited, we bring together decades of innovation, manufacturing excellence, and technical expertise to deliver integrated packaging and brand protection solutions for businesses across industries.

1 Certifications & Memberships

ISO 9001 • ISO 27001 • ISO 14001 • ISO 45001 • HSSMS
Membership: ASPA • IOTA • LMAI

2 Strong Global Footprint

30+ Years | 3,500+ Customers | 50+ Countries | 150+ Partners | 250+ Expert

3 Advanced Technologies

Holography: PicoMaster 100 • Kinemax • UV Recombination • Diavi Coating & Embossing • ISRA Vision
Printing: Nilpeter (8 & 10 Color) • ColorNovo Digital • BOBST M5 • AVT

4 Industries Served

Automotive • Medicine & Healthcare • FMCG • Beauty & Personal Care • Apparel • Home Appliances • Agrochemicals • Tobacco

5 R&D Excellence

World-class R&D team continuously developing and researching next-gen security and packaging solutions

6 Our Team

250+ skilled professionals driving innovation and quality

RADISSON BLU MUMBAI INTERNATIONAL AIRPORT - Ballroom Floor Plan





OUR MISSION

COMBATING THE GLOBAL THREAT OF ILLICIT TRADE AND COUNTERFEIT GOODS

With the global trade in fake goods worth some half a trillion US dollars a year, IP crime touches all industry sectors, affecting the global economy and endangering public health. From smuggling, counterfeiting and tax evasion, to the illegal sale or possession of goods, services, trafficked humans and wildlife, illicit trade is compromising the attainment of economic and social development goals in significant ways - such as crowding out legitimate economic activities; depriving governments of revenues for investment in vital public services; dislocating millions of legitimate jobs; and causing irreversible damage to ecosystems and human lives. Collaboration is key to combating illicit trade. Therefore, our aim in organising conferences is to provide an open-dialogue platform that enhances cooperation and share the best practices available between parties in the public and private sectors to achieve our co-shared goal to combat illicit trade.

For more info visit: www.hspbp.com

SPONSORSHIP & EXHIBITION

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