

LIVE ON



zoom

VIRTUAL HIGH SECURITY PRINTING & BRAND PROTECTION

**CONFERENCE
& EXHIBITION**

16th & 17th December, 2020

Welcome

The COVID-19 pandemic and subsequent lockdown has dealt a severe blow to an already stressed global economy. The outbreak has provided counterfeiters with an opportunity to capitalize on consumer vulnerabilities, given the shortage in multiple product categories. This is primarily due to high demand and disruptions in the supply chain, as most manufacturing operations have been scaled down or suspended. The limited availability of products in the market across various sectors is creating a vacuum and may influence intermediaries to capture the market by supplying counterfeit and/or expired products.

The Virtual High Security Printing & Brand Protection Conference will discuss the emerging challenges faced by Brand Owners and Government Agencies in combating Illicit Trade and Counterfeiters post-covid19 pandemic. The Virtual conference will bring together an international audience of over 300 leading specialists discussing latest trends, developments, threats and solutions relating to illicit trade & counterfeiting across industries.

The event offers the chance to discuss winning strategies, successful examples and innovative new technologies in a holistic approach through an interactive Panel Discussions, Case Studies & Presentations, as well as a vibrant Networking and Q&A Sessions.

Key Topics

- ▶ Ensuring brand protection and integrity in the times of Covid-19
- ▶ COVID-19 and the global trade in counterfeit pharmaceutical products
- ▶ Online Brand Protection: Shift in consumer behavior with a sharp increase in demand through e-commerce platforms
- ▶ COVID-19 and Illicit Trade: Criminals and Terrorists Profit from the Pandemic

Proposals for papers to be presented at the Virtual High Security Printing & Brand Protection Conference are now invited.

Proposals can be emailed to hazemm@hspbp.com

Proposals should be submitted as a 400-word summary of your paper, with an additional 150 word for the speaker biography presenting this paper

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The amount of counterfeit goods traded annually is greater than the GDP of 150 of the world's countries.

An International Chamber of Commerce report estimates the total value of counterfeit and pirated goods globally could be as high as \$1.77 Trillion. To put that number into perspective, that value is roughly equal to the annual nominal GDP of Canada – the 11th biggest economy in the world!

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Who Attends?

The Virtual High Security Printing & Brand Protection Conference will discuss the emerging challenges faced by Brand Owners and Government Agencies in combating Illicit Trade and Counterfeiters post-covid19 pandemic.

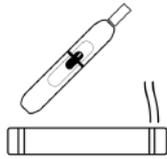
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Brand Owners

CEOs, CMOs, COOs, Marketing Directors, Heads of Legal, Heads of Government Affairs/Regulatory Affairs, External Affairs, Supply Chain, Heads of Drug Safety, Heads of Compliance, General Counsel, IP Counsel, Legal Counsel, Head of Intellectual Property, Director Track & Trace, Global Head Brand Security, Heads of Brand Protection, Anti-Counterfeiting Managers, Packaging Security and Development Managers etc..



Pharmaceuticals



Tobacco



Alcohol



FMCG



Cosmetics & Personal Care



Oil & Gas



Automotive Parts

Government Agencies



Customs Authority & Law Enforcement Agencies

Director Generals, Deputy Director Generals, Senior Managers and Law Enforcement Team



Ministries

Ministers, Deputy Ministers, Senior Managers from Ministry of Finance, Domestic Affairs, International Trade & Ministry of Health



Central & Commercial Banks + Bank Note Issuing Authority

Director Generals, Deputy Director Generals, Senior Managers and Law Enforcement Team



What to EXPECT?



Business Matching

Experience unlimited networking with others from around the region like never before



One-to-one Meeting

Obtain maximum productivity with pre-arranged meeting with potential exhibitors in a timely convenience arrangement



On-demand Content

All our sessions are built to suit global time zones. Which means you can tune in live or rewind back with on-demand webinars/conference



Invaluable Insights

Our virtual sessions and keynote presentation will be discussing diverse of topics and challenges that brands and government agencies are facing in the fight against counterfeits!



Cost-effective

There is no associated costs or time of travel needed as you can tune-in from the comfort of your home or workspace!



Real Connections

Attendees won't just watch or listen to talks - they'll be connecting with fellow attendees through our live chat sessions, both private and in group!



Accessible Anywhere

Wherever you might be, our virtual summit is made possible to be access anywhere, anytime!

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We recognise the need for information, expert opinion and to connect with your peers and customers is vital during these challenging times.

Hazem Ibrahim
Asias Security Group

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Why Participate?

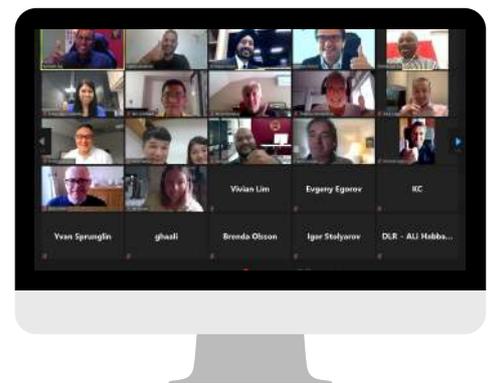
With a virtual event, attendees take part in secure, online experiences from the comfort and convenience of their home or office.

Registered attendees can access the event by logging in via a PC, tablet or mobile device where they will have access to the full technical programme and be able to take part in live chats, panel discussions, learn more about sponsors and exhibitors and make valuable new connections.

The event remains online after the conference dates with sessions and sponsor information available on-demand.

Virtual Conference Benefits?

- A global audience with no financial or scheduling barriers to delegate attendance
- Significantly higher attendance than in-person events gaining you more leads
- Cost and time savings for sponsors and attendees
- Attend at your convenience with a full technical programme, keynote sessions and live interactive elements including Q&A



Sponsorship Packages

Put your company in front of potential customers at one of the most important conferences in the industry.

**MAIN
SPONSOR**

\$3000

- 30 Mins Topic Presentation
- Virtual Exhibition Booth
- Attendee List
- 3 Promotional Email Marketing Campaigns
- 20% Discount for future physical events
- Content upload facility for promotional brochures, videos, documents, weblinks and website
- Logo displayed on event website with a link to the sponsor's website
- Logo displayed on conference lobby/landing page
- Special Mention as partner on all social media posts and marketing collaterals
- Unlimited Registrations

CO-SPONSOR

\$1500

- *Choice of Either*
30 Mins Topic Presentation
OR
Virtual Exhibition Booth
- Attendee List
- 1 Promotional Email Marketing Campaigns
- 10% Discount for future physical events
- Logo displayed on event website with a link to the sponsor's website
- Unlimited Registrations



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Counterfeit goods can be found across nearly all commercial sectors, counterfeits includes and not limited to alcohol, fragrance, sunglasses, cigarettes, toys, pharmaceuticals, foodstuffs, household products, soap and mobile phones.

COVID-19 pandemic means that counterfeits pose a greater threat than ever before.

World Intellectual Property Review

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BOOK YOUR SPONSORSHIP NOW!

Call +60 19 616 2304 or Email hazemm@hspbp.com

Programme

Day One 16th Dec, 2020 - 4:00 PM

- 04:00 PM Welcome Keynote by Organizer
- 04:10 PM Session One
- 04:40 PM Session Two
- 05:10 PM Main Sponsor Exhibition Tour
- 05:30 PM Session Three
- 06:00 PM Panel Discussion
- 07:00 PM Q&A, Networking and Exhibition Session

End of Day One

Day Two 17th Dec, 2020 - 4:00 PM

- 04:00 PM Session One
- 04:30 PM Session Two
- 05:00 PM Session Three
- 05:30 PM Networking & Exhibition Tour
- 06:00 PM Panel Discussion
- 07:00 PM Q&A, Networking and Exhibition Tour + Group Photo

End of Day Two

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Hazem Ibrahim
Asias Security Group

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FAQ

Q1: What is a virtual event?

A: Asias Security Group is focusing on an alternative solution that will provide an informative and engaging virtual experience, allowing participants to tap into various opportunities that was originally developed for the onsite experience, in a more convenient way, where everyone can access from the comfort of home. The Virtual High Security Printing & Brand Protection Conference & Exhibition invites participants to network, connect, share knowledge and most importantly, to acquire progressive recovery

Q2: When will the registration open?

A: The registration date will be announced soon. To stay updated, sign up to our newsletter!

Q3: Will there be a live chat or Q&A session?

A: Absolutely! Visitors will be able to engage in a live chat session with speakers and other visitors in both private and group chat. Yes, we will miss seeing you in person, but we look forward to meeting virtually!

Q4: Will there be a schedule and list of topics that will be presented on the webinar series?

A: The schedule and list of topics will be updated soon. Excitingly, visitors will be receiving live notifications for the upcoming talks!

Q5: Would the webinar/conference still be accessible after the live sessions ended?

A: Yes, the webinar/conference will be pre-recorded. Visitors can view the schedule and be able to search topics of interest and watch anytime.

Follow us on Social Media



Contact Us

HAZEM IBRAHIM

FOUNDER & CEO

B-9-10 Laman Scenaria North Kiara, 51200, Kuala Lumpur, Malaysia

Mobile: +60 19 616 2304 | Email: Hazemm@hspbp.com

Organized By:



ASIAS SECURITY GROUP
conferences & exhibitions