

ASIA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION

CONFERENCE & EXHIBITION

2026

26th October 2026

Shangri-La Bangkok
Bangkok, Thailand

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

www.hspbp.com

#ASIASec2026

ORGANISER



LEAD PARTNER



SUPPORTING PARTNERS



GOLD PARTNERS



LANYARD PARTNER



MEDIA PARTNER



Welcome to

ASIA SECURITY

CONFERENCE & EXHIBITION

www.hspbp.com | #ASIASec2026

ANTI-COUNTERFEITING, ILLICIT TRADE &
BRAND PROTECTION



*A Word From
Hazem Ibrahim*

Founder & CEO
ASIAS SECURITY GROUP SDN BHD

Illicit trade and counterfeiting remain among the most pressing economic and social threats confronting the ASEAN region. From the smuggling of consumer goods and counterfeit pharmaceuticals to the illicit trade in excise products and luxury items, these activities erode government revenues, distort legitimate markets, and endanger consumers across borders.

The **ASIA Security Conference & Exhibition** stands as the region's leading platform dedicated to combating illicit trade, counterfeiting, and brand infringement. It brings together brand owners, regulators, customs authorities, law enforcement, policymakers, and security technology providers to foster collaboration and drive impactful, sustainable solutions.

Following the resounding success of previous editions held in Kuala Lumpur, New Delhi, and Singapore, the 2026 conference will take place in Bangkok, Thailand, marking another strategic step in uniting ASEAN stakeholders under a shared vision of collective regional action.

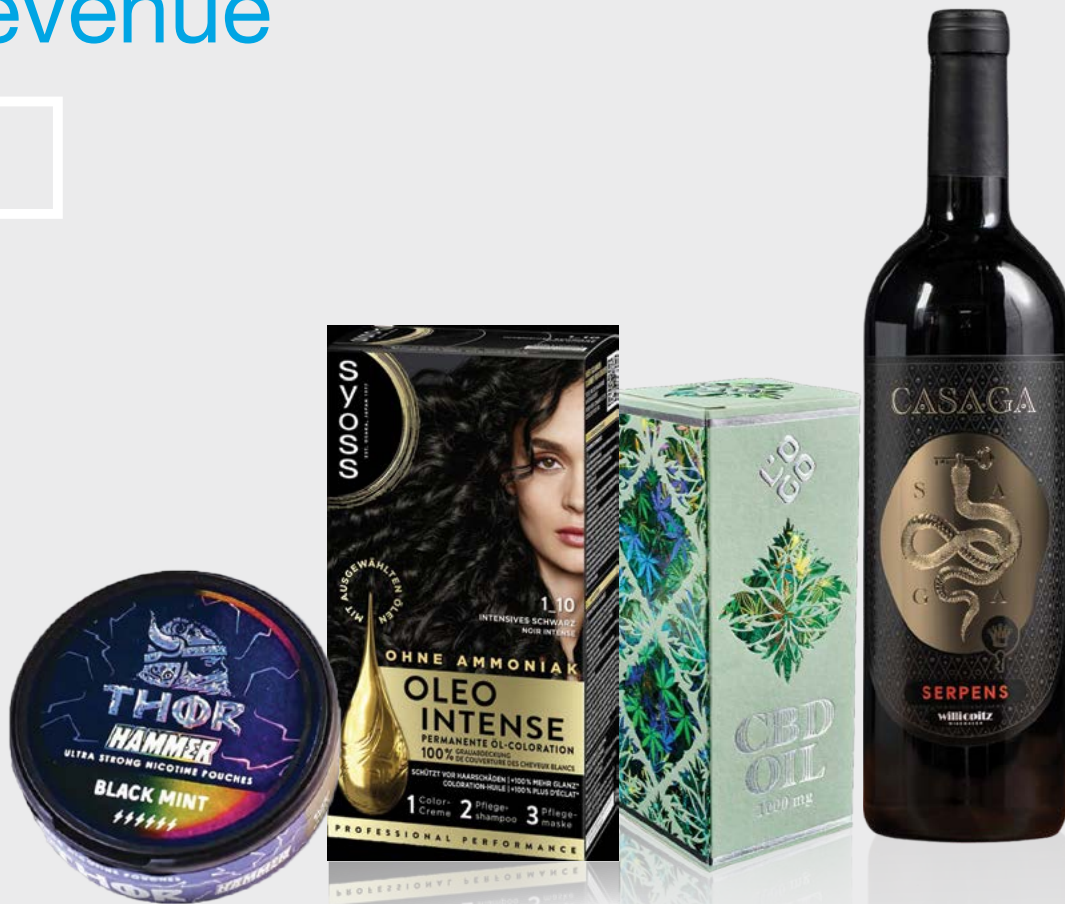
Under the theme **Regional Unity, Global Impact: ASEAN's Collective Fight Against Illicit Trade**, the 2026 edition will emphasize joint enforcement efforts, cross-border intelligence sharing, and public-private collaboration as key pillars to achieving measurable progress in brand protection and supply chain integrity.

The two-day conference and exhibition will convene over 200 regional and international participants, offering a dynamic mix of:

- High-level plenary sessions and panel discussions addressing regional enforcement priorities and cross-sector coordination.
- Country spotlights and case studies showcasing effective national and multi-agency responses.
- An exhibition presenting the latest authentication, digital traceability, and brand protection technologies.
- Networking and bilateral meetings connecting key stakeholders across the enforcement and private sectors.

With Thailand's pivotal role as a trade and enforcement hub within ASEAN, the **ASIA Security Conference & Exhibition 2026** will reaffirm the region's commitment to building a unified front — one that not only protects brands and borders but also strengthens trust, integrity, and economic resilience 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**

KEYNOTE SPEAKERS



Chris Humphrey

Executive Director,
EU-ASEAN Business Council



Antonio Aylemer R. Percela

Acting Chief,
Intellectual Property Rights Division (IPRD),
Customs intelligence and Investigation Service,
Bureau of Customs (Philippines)



CONFIRMED SPEAKERS



Aleksander Pieczyk

Regional Technical Officer for
East, Southeast Asia & the Pacific



Benedict Chen

Regional
Security Advisor
- APAC, Japan
& China



Calvin A. Webb

Regional Attaché,
Homeland
Security
Investigations -
Bangkok



Charles Hoskin

Global Director of
Brand Protection

Beiersdorf



Chris Merchant

Head of Global Brand
Protection & Security

CHAMPION 創品



Christoph Stegemann

Vice President, Global Sales

KURZ SCRIBOS



Edward Thurmond

CBP Attaché (Cambodia,
Laos, Myanmar,
Thailand, and Vietnam),
U.S. Customs and
Border Protection



Captain F. P. Fullard

National Counterfeit
and Illicit Goods
Policing, South
African Police Service



Ing Wang

Customer Trust External Relations

amazon



Ioannis Vlassis

MEL Officer and Analyst



Dr Irene Mia

Editor, Armed Conflict
Survey; Senior Fellow
for Latin America,
and Conflict, Security
and Development



Jonathan Selvasegaram

Asia Pacific Manager
and Legal Counsel

React
The Anti-Counterfeiting Network



Letitia Davids

Responsible
Trade Task
Force -
Operations
Manager



Marie Goh

Associate Director, Stewardship
& Stakeholder Partnership



Michael Lamont

Partner

spoor • fisher
patents • trade marks • copyright



Pairoj Osatapirat

Medicine Regulation
Division, Food and
Drug Administration



Puneet Maithani

Director -
Industry Affairs

ASPA
Authentication Solution Providers' Association
Diverse technologies, common goal.



Ramesh Raj, Kishore

Regional Director -
Asia Pacific



Rodney Van Dooren

Director of Illicit
Trade Prevention

Philip Morris International



Sadiq Misbau Murtala

Chief Superintendent
of Customs (CSC) - Post
Clearance Audit (PCA)



Shravan Kumar Bansal

Advocate & Senior Partner

UNITED & UNITED



William Mansfield

Director of Intellectual Property



DAY ONE | 26th of October 2026, Monday | Strength Through Collaboration

0930	CHAIRPERSON OPENING REMARKS <i>Ramesh Raj, Regional Director - Asia Pacific, Pharmaceutical Security Institute (PSI)</i>
0935	KEYNOTE SPEECHES Keynote Speaker: <i>Chris Humphrey, Executive Director, EU-ASEAN Business Council</i> Keynote Speaker: <i>Antonio Aylemer R. Percela, Acting Chief, Intellectual Property Rights Division (IPRD), Customs intelligence and Investigation Service, Bureau of Customs (Philippines)</i>
1000	EXHIBITION TOUR & MORNING REFRESHMENTS
1020	Topic 1: Borderless Global Threats — Criminal Hubs And Regional Security In Southeast Asia By <i>Dr Irene Mia, Editor, Armed Conflict Survey; Senior Fellow for Latin America, and Conflict, Security and Development, The International Institute for Strategic Studies (IISS)</i>
1040	Panel Discussion 1: Strengthening ASEAN Customs Cooperation — Intelligence Sharing, Joint Enforcement & Cross-Border Collaboration As illicit trade networks become increasingly sophisticated and transnational, customs administrations across ASEAN face growing pressure to strengthen intelligence-sharing mechanisms and enhance operational cooperation. This session will explore how customs authorities can leverage regional partnerships, data exchange, and public-private collaboration to improve enforcement outcomes while facilitating legitimate trade. Key Talking Points: • Enhancing Cross-Border Intelligence Sharing: Building trusted mechanisms for real-time intelligence exchange among ASEAN Customs administrations and enforcement agencies • Joint Operations Against Transnational Illicit Trade: Lessons learned from coordinated enforcement actions targeting counterfeit goods, smuggling, and organized criminal networks • The Role of Industry in Customs Enforcement: How brand owners and the private sector can support customs through actionable intelligence, authentication tools, capacity building, and risk profiling Moderator <i>Chris Humphrey, Executive Director, EU-ASEAN Business Council</i> Panelists: • <i>Edward Thurmond, CBP Attaché (Cambodia, Laos, Myanmar, Thailand, and Vietnam), U.S. Customs and Border Protection</i> • <i>Antonio Aylemer R. Percela, Acting Chief, Intellectual Property Rights Division (IPRD), Customs intelligence and Investigation Service, Bureau of Customs (Philippines)</i> • <i>Rodney Van Dooren, Director of Illicit Trade Prevention, Philip Morris International</i> • <i>Dr Irene Mia, Editor, Armed Conflict Survey; Senior Fellow for Latin America, and Conflict, Security and Development, The International Institute for Strategic Studies (IISS)</i>
1140	Topic 2: Counterfeits, Illicit Markets And Organised Crime By <i>Ioannis Vlassis, MEL Officer and Analyst, Global Initiative against Transnational Organized Crime</i>
1200	Topic 3: Effective Brand Protection — The Most Powerful Way To Protect Your Brand Is To Involve Your Customers By <i>Christoph Stegemann, Vice President Global Sales, Scribos</i>
1220	Topic 4: Brand Protection Beyond The Basics By <i>William Mansfield, Director of Intellectual Property, ABRO Industries Inc.</i>
1240	Topic 5: O2O Investigations — The Value Of Close Cooperation Between Online Monitoring And Offline Investigation By <i>Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd</i>
1300	NETWORKING LUNCH
1400	Panel Discussion 2: Protecting Public Health — Combating Counterfeit Pharmaceuticals Across ASEAN Counterfeit and substandard medicines continue to pose one of the greatest threats to public health across the region. Criminal networks exploit weak supply chains, online pharmacies, and cross-border trade to distribute dangerous products. This session will explore how governments, regulators, law enforcement agencies, healthcare organizations, and the pharmaceutical industry can strengthen regional cooperation to safeguard patients and secure legitimate pharmaceutical supply chains. Key Talking Points: • Emerging Trends in Pharmaceutical Counterfeiting: Understanding evolving criminal methods, online distribution channels, and regional trafficking patterns • Securing the Pharmaceutical Supply Chain: Leveraging serialization, authentication technologies, traceability systems, and regulatory oversight to protect legitimate medicines • Regional Cooperation to Protect Patients: Enhancing collaboration between customs, health authorities, police, pharmaceutical companies, and international organizations to strengthen enforcement and public awareness Moderator <i>Ramesh Raj, Regional Director - Asia Pacific, Pharmaceutical Security Institute (PSI)</i> Panelists: • <i>Benedict Chen, Regional Security Advisor - APAC, Japan & China, Novo Nordisk</i> • <i>Calvin A. Webb, Regional Attaché, Homeland Security Investigations - Bangkok</i> • <i>Aleksander Pieczyk, Regional Technical Officer for East, Southeast Asia & the Pacific, International Narcotics Control Board (INCB)</i> • <i>Shravan Kumar Bansal, Advocate & Senior Partner, United & United</i> • <i>Paioj Osatapirat, Medicine Regulation Division, Food and Drug Administration, Ministry of Public Health (Thailand)</i>
1500	Topic 6: The Role Of Authentication & Traceability. From Counterfeiting To Consumer Confidence — An ASPA Perspective By <i>Puneet Maithani, Director - Industry Affairs, Authentication Solution Providers' Association (ASPA)</i>
1520	AFTERNOON REFRESHMENTS
1530	Panel Discussion 3: Combating Illicit Trade In The Digital Economy — Small Parcels, E-Commerce & Online Marketplaces The rapid growth of e-commerce has transformed global trade but has also created unprecedented opportunities for counterfeiters and illicit traders. The increasing volume of low-value small parcels presents significant enforcement challenges for customs authorities and online marketplaces alike. This session will examine collaborative strategies to improve detection, strengthen platform accountability, and disrupt illicit supply chains in the digital marketplace. Key Talking Points: • Managing the Explosion of Small Parcel Shipments: Risk-based targeting, customs modernization, and technology-driven screening for high-volume parcel environments. • Marketplace Responsibility & Seller Verification: Best practices adopted by leading e-commerce platforms to detect, remove, and prevent counterfeit listings while protecting consumers. • Strengthening Public-Private Collaboration: Improving information sharing between customs, logistics providers, postal operators, marketplaces, and brand owners to combat online illicit trade. Moderator <i>Jonathan Selvasagaram, Asia Pacific Manager and Legal Counsel, React</i> Panelists: • <i>Ing Wang, Customer Trust External Relations, Amazon</i> • <i>Marie Goh, Associate Director Stewardship & Stakeholder Partnership, CropLife Asia</i> • <i>Charles Hoskin, Global Director of Brand Protection, Beiersdorf</i> • <i>Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd</i>
1615	Fireside Chat: Two Regions, One Illicit Economy — What Africa And ASEAN Can Learn From Each Other Moderator: <i>Michael Lamont, Partner, Spoor & Fisher South Africa</i> Speakers: • <i>Sadiq Misbau Murtala, Superintendent of Customs, Nigeria Customs Services</i> • <i>Letitia Davids, Responsible Trade Task Force — Operations Manager, Drinks Federation of South Africa</i> • <i>Captain F. P. Fullard, National Counterfeit and Illicit Goods Policing, South African Police Service</i>
1700	CHAIRPERSON CLOSING REMARKS & DRINK RECEPTION



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.

ASIASEC2026

DELEGATE'S ACTION MAP

One Day. 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.

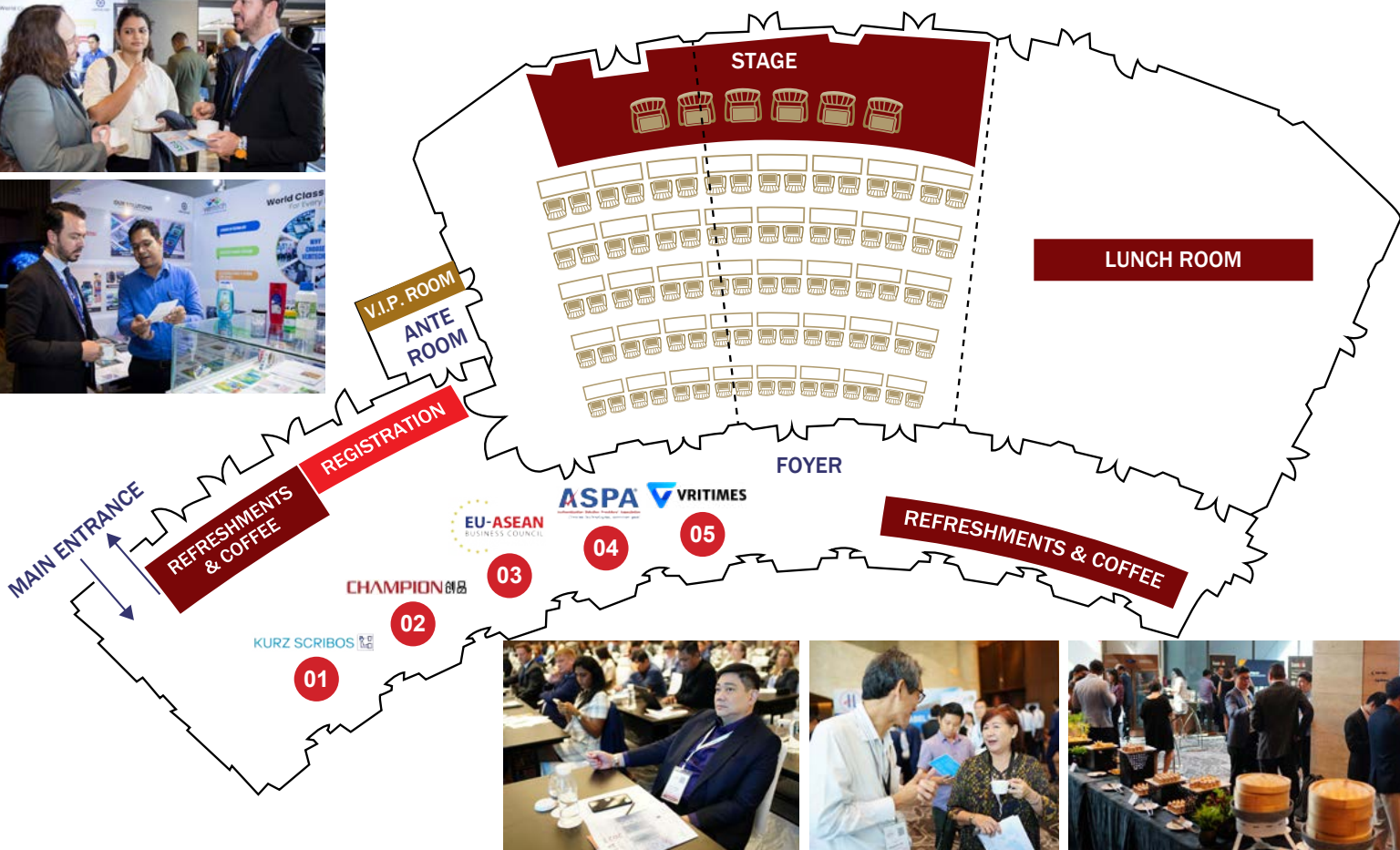
The Action I Will Take After ASIASEC2026



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? How can we bridge those gaps?
- What action can our organisation take after Bangkok 2026 conference?

Shangri-La Bangkok Hotel - Ballroom Floor Plan



EMEA/ASIASEC2027

ANTI-COUNTERFEITING, ILLICIT TRADE & BRAND PROTECTION



NAIROBI
KENYA

April 27-28

DHAKA
BANGLADESH

July 27-28

HANOI
VIETNAM

October 27-28



For more info visit: www.hspbp.com

**SPONSORSHIP & EXHIBITION
COLLABORATION & PARTNERSHIPS**

HAZEM IBRAHIM

Mobile: (+60) 14 331 2304

Email: hazemm@hspbp.com

ASIASECURITY GROUP™