

# EMEA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE  
& BRAND PROTECTION

CONFERENCE & EXHIBITION

# 2026

25<sup>th</sup> - 26<sup>th</sup> March

Marriott Crystal Towers

Cape Town, South Africa

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

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#EMEASec2026

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# Welcome to

# EMEA 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 continue to present complex and growing challenges across Africa and the Middle East.** From the trade of counterfeit pharmaceuticals and excise goods to the smuggling of consumer and luxury products, these activities undermine legitimate economies, deprive governments of vital tax revenues, and endanger public health and safety.

The **EMEA Security Conference & Exhibition** serves as a premier platform dedicated to advancing collaboration, knowledge exchange, and strategic action in combating counterfeiting and illicit trade. It brings together brand owners, law enforcement agencies, customs authorities, policymakers, and technology innovators to strengthen cross-border enforcement and promote coordinated regional responses.

Following the success of the Amsterdam (2025), London (2024), Dubai (2023) and Istanbul (2023) editions, the 2026 conference will be held in Cape Town, South Africa, marking the series' first entry into the African continent. This edition will focus on regional capacity building, public-private partnerships, and innovation-led enforcement, underscoring Africa's growing role in global supply chains and trade governance.

Under the theme "**Building Regional Capacity, Strengthening Global Impact: Africa & the Middle East United Against Illicit Trade**" the conference will highlight the importance of empowering enforcement agencies, harmonizing regional frameworks, and leveraging digital intelligence tools to disrupt illicit networks and protect consumers.

The two-day conference and exhibition will convene over 150 senior participants from across the EMEA region, offering an engaging agenda that includes:

- High-level panels and regional dialogues featuring customs leaders, enforcement agencies, and brand protection specialists.
- Country case studies and collaborative frameworks showcasing best practices from across Africa and the Middle East.
- An interactive exhibition spotlighting advanced authentication, tracking, and investigative technologies.
- Networking sessions and bilateral meetings designed to facilitate cooperation between government bodies and industry.

With South Africa's strategic position as a trade and enforcement hub for the continent, the **EMEA Security Conference & Exhibition 2026** – Cape Town will play a pivotal role in accelerating the region's efforts to combat illicit trade – fostering stronger partnerships, empowering enforcement, and driving sustainable impact across Africa and beyond.

# KEYNOTE SPEAKERS



**Brigadier Kobus Lategan**  
Head of the South African Police Service's Emerging Economic Crimes Unit



**Sanusi Tasiu Saulawa, PHD**  
Deputy Comptroller, Nigeria Customs Service



**Sola Oke**  
Managing Director, Pernod Ricard  
Exco & Board Member, Drinks Federation of South Africa



**Malek Hannouf**  
Chairman, Gulf Brand Protection Group  
Head of Intellectual Property Department for Middle East & Africa, Louis Vuitton



**Mohamed Khader**  
Partner, Spoor & Fisher South Africa



# CONFIRMED SPEAKERS



**Bettina Kalb**  
Business Development Manager  
**KURZ SCRIBOS**



**Braam Schoeman**  
Brand Protection Manager, LEGAL: Trademarks (Racine)  
**scJohnson**



**Chris Merchant**  
Head of Global Brand Protection & Security  
**CHAMPION**



**Denis Efimov**  
Illicit Trade Prevention Director – SSEA, CIS & MEA  
PHILIP MORRIS INTERNATIONAL



**Hadi Al Kanani**  
Regional Director – Brand Protection, AMEIP  
**Beiersdorf**



**Hugo Reddy**  
Corporate Security Manager  
**Syngenta Group**



**James Tooley**  
Business Development - Africa  
**synchron**



**Katherine M. Hiner**  
Intellectual Property Attaché for Sub-Saharan Africa, U.S. Consulate Johannesburg, South Africa  
**uspto**



**Kgaugelo Gumede**  
Opinions and Education Editor  
**Times LIVE**



**Khadija Ngasongwa**  
Acting Director General  
**FCC**



**Letitia Davids**  
Responsible Trade Task Force – Operations Manager  
**DFSA** Drinks Federation of South Africa



**Lindsay Kipkemoi**  
Deputy Director, Enforcement  
**ACA** anti counterfeit authority



**Michael Lamont**  
Partner, Spoor & Fisher South Africa  
**spoor • fisher**



**Mohamed Ahmed Maher**  
Head of the Intellectual Property Rights Department  
**ITSA**



**Nicola Sudan**  
Regional Director, Editor Tax Stamp & Authentication News, General Secretary  
**ITSA**



**Norman Nekuvule**  
Associate Director: Security – South Africa/Sub Sahara Africa, Global Security Group (GSG) - EMEA  
**MSD**



**Rabia Turnbull**  
Intelligence Officer, React MEA  
**React** The Anti-Counterfeiting Network



**Scott Saunders**  
Partner, Head of Anti-Counterfeiting Department  
**EVERSHEDS SUTHERLAND**



**Shamal Ramesar, Dr.**  
Head of Research, Drinks Federation of South Africa  
**DFSA** Drinks Federation of South Africa



**Stefano Betti**  
Deputy Director General  
**TRANSNATIONAL ALLIANCE TO COMBAT ILLICIT TRADE**



**Thabang Bhebe**  
Operations Director  
**agape**



**Youngs Mapenzi**  
Manager, Customs: Risk Management, IPR & Scanner Coordination  
**NamRA** Namibia Revenue Agency

**DAY ONE | 25<sup>th</sup> March 2026, Wed**

**Safeguarding Africa's Future - Strengthening Regional Collaboration Against Illicit Trade**

**0930** CHAIRPERSON OPENING REMARKS  
By *Mohamed Khader, Partner, Spoor & Fisher South Africa*

**0935** KEYNOTE PRESENTATION  
Speakers:  
*Brigadier Kobus Lategan, Head of the South African Police Service's Emerging Economic Crimes Unit, South African Police Service*  
*Sanusi Tasiu Saulawa, PhD, Deputy Comptroller, Nigeria Customs Service*  
*Sola Oke, Managing Director, Pernod Ricard | Exco & Board Member, Drinks Federation of South Africa*  
*Malek Hannouf, Chairman, Gulf Brand Protection Group*

**1015** EXHIBITION TOUR & MORNING REFRESHMENTS

**1040** Topic 1: Protect Your Product Against Counterfeiting and Increase Your Revenue  
By *Bettina Kalb, Business Development Manager, KURZ Scribos | James Tooley, Business Development - Africa, Synchron*

**1100** Topic 2: Anti-Counterfeit Enforcement Efforts in Kenya and Lessons Learnt  
By *Lindsay Kipkemoi, Deputy Director, Enforcement, Anti-Counterfeit Authority (Kenya)*

**1120** Panel Discussion 1: Securing Southern Africa's Gateways — Customs, Ports & Free Trade Zones  
This panel will examine how Southern Africa's key trade gateways – Cape Town, Durban, Walvis Bay, and Jebel Ali routes – serve as both engines of commerce and conduits for illicit goods. Focus on improving port controls, intelligence exchange, and customs – brand collaboration to balance trade facilitation and enforcement.

Moderator  
*Kgaugelo Gumede, Opinions and Education Editor, Times LIVE*

- Panelists:
- *Sanusi Tasiu Saulawa, PhD, Deputy Comptroller, Nigeria Customs Service*
  - *Youngs Mapenzi, Manager, Customs: Risk Management, IPR & Scanner Cordination Namibian Revenue Authority*
  - *Katherine M. Hiner, Intellectual Property Attaché for Sub-Saharan Africa, U.S. Consulate Johannesburg, South Africa, U.S. Patent and Trademark Office*
  - *Mr. Mohamed Ahmed Maher, Head of the Intellectual Property Rights Department, Egyptian Customs Authority*
  - *Stefano Betti, Deputy Director General, TRACIT*

**1220** NETWORKING LUNCH

**1400** Panel Discussion 2: Intelligence-Led Enforcement Against Illicit Trade in Excisable & Consumer Goods  
This session unites customs, revenue authorities, and brand-protection leaders to explore how data intelligence, digital traceability, and regional coordination can curb the illicit trade of excisable and fast-moving consumer goods – from tobacco and alcohol to FMCG, pharmaceuticals, and emerging nicotine products. The panel will showcase how intelligence-driven enforcement, data sharing, and public-private operations are transforming the fight against smuggling and counterfeiting across Africa and the Middle East.

Moderator  
*Mohamed Khader, Partner, Spoor & Fisher South Africa*

- Panelists:
- *Hadi Al Kanani, Director - Brand Protection, Middle East, Africa & Emerging Markets, Beiersdorf*
  - *Letitia Davids, Responsible Trade Task Force – Operations Manager, Drinks Federation of South Africa*
  - *Braam Schoeman, Brand Protection Manager, LEGAL: Trademarks (Racine), S. C. Johnson & Son*
  - *Mohamed Khader, Partner, Spoor & Fisher South Africa*
  - *Brigadier Kobus Lategan, Head of the South African Police Service's Emerging Economic Crimes Unit, South African Police Service*

**1500** AFTERNOON REFRESHMENTS

**1520** Topic 3: What Works — Global Success Stories in Tax Stamps, Traceability and Product Authentication  
By *Nicola Sudan, Regional Director, Editor Tax Stamp & Authentication News | General Secretary, International Tax Stamp Association*

**1540** Topic 4: 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*

**1600** CHAIRPERSON CLOSING REMARKS & DRINK RECEPTION | END OF DAY ONE

**DAY TWO | 26<sup>th</sup> March 2026, Thurs**
**Safeguarding Africa's Future - Strengthening Regional Collaboration Against Illicit Trade**

**0930** CHAIRPERSON OPENING REMARKS  
By *Mohamed Khader, Partner, Spoor & Fisher South Africa*

**0940** Topic 5: Euromonitor Survey on Illicit Alcohol  
By *Dr Shamal Ramesar, Head of Research, Drinks Federation of South Africa*

**1000 VIP EXHIBITION TOUR & MORNING REFRESHMENTS**

**1030** Panel Discussion 3: E-Commerce, Social Sellers & Informal Marketplaces  
This panel session will highlight the rapid expansion of online and informal retail in Africa. Participants explore enforcement strategies, data-driven monitoring, and partnerships with e-commerce platforms, delivery networks, and fintech companies.

Moderator

*Michael Lamont, Partner, Spoor & Fisher South Africa*

Panelists:

- *Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd*
- *Hugo Reddy, Corporate Security Manager, Syngenta*
- *Scott Saunders, Partner, Head of Anti-Counterfeiting Department, Eversheds Sutherland*
- *Khadija Ngasongwa, Acting Director General, Fair Competition Commission (Tanzania)*

**1140**  Fireside Chat: Reframing Illicit Trade in South Africa — A Public Health Perspective  
This session reframes illicit trade in South Africa as a critical public health issue, highlighting its impact on consumer safety, youth vulnerability, and public trust. It examines how unregulated products undermine safety standards and traceability, and explores strategies to restore accountability and better protect vulnerable communities.

Speakers:

- *Kgaugelo Gumede, Opinions and Education Editor, Times LIVE*
- *Thabang Bhebe, Operations Director, Agape Youth Movement*
- *Denis Efimov, Illicit Trade Prevention Director SSEA, CIS & MEA, Philip Morris International*

**1220**  Fireside Chat: Counterfeit & Falsified Medicines — From Detection to Traceability  
This session addresses the surge of falsified pharmaceuticals and substandard medicines across Africa. Stakeholders discuss scalable traceability systems, digital authentication, and public-awareness initiatives to safeguard patients and legitimate brands.

Moderator

*Michael Lamont, Partner, Spoor & Fisher South Africa*

Panelists:

- *Rabia Turnbull, Intelligence Officer, React MEA*
- *Norman Nekuvule, Associate Director: Security – South Africa/Sub Sahara Africa, Global Security Group (GSG) – EMEA, MSD*

**1310** The Brand Protection Trivia (Networking Activity)

**1330 CHAIRPERSON CLOSING REMARKS, EXHIBITION TOUR & GOODBYE LUNCH**

# A Toast to Brand Protection



**MARRIOTT CRYSTAL  
TOWERS BALLROOM**

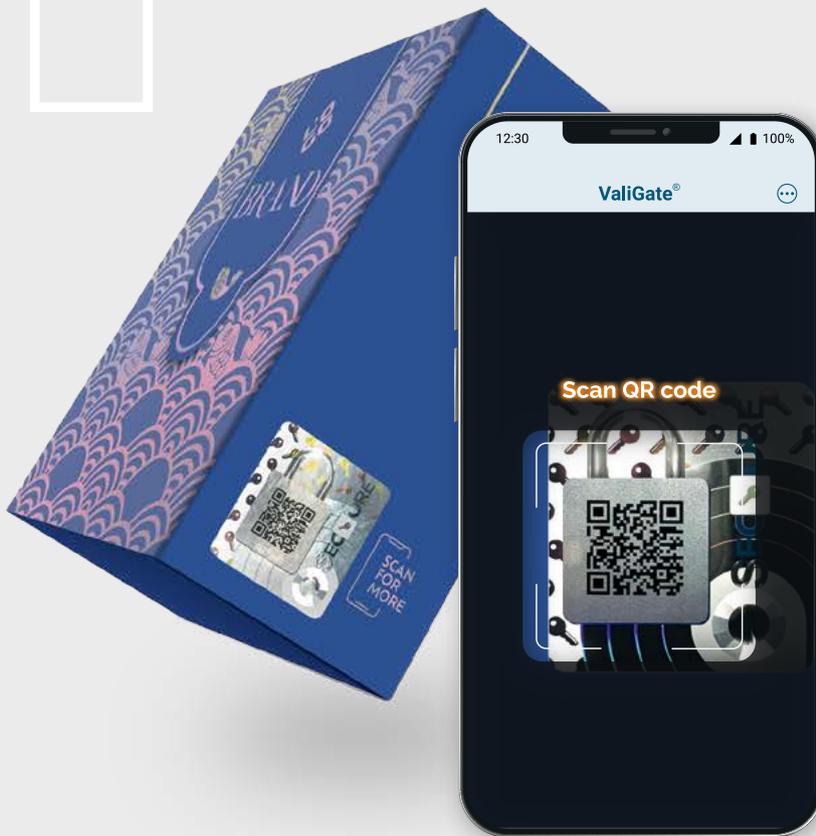
**WEDNESDAY**

**STARTS AT 5.30PM**

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## 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.

SOUTH AFRICA'S ILLICIT ALCOHOL MARKET

# UNCOVER THE HIDDEN COST

The Drinks Federation of South Africa (DF-SA) is the united voice of South Africa's formal alcohol sector, representing producers across beer, wine and spirits. DF-SA works with industry, government and enforcement partners to promote responsible trade, support a fair and lawful alcohol market, and contribute to evidence-based policy. The organisation also supports research, stakeholder engagement and collaborative initiatives that advance responsible practices across the alcohol value chain.



# Effective, unified and end-to-end anti-counterfeiting services throughout Africa



**Spoor & Fisher's anti-counterfeiting unit has become well known and highly regarded throughout Africa.** During this time, we have developed comprehensive capabilities in all legal and practical aspects of anti-counterfeiting law enforcement. We offer a one-stop shop: from the start of an investigation to the conclusion of a civil or criminal case. Our team works closely with a network of skilled agents, specialist investigating firms, and law enforcement agencies across Africa to offer border control strategies, investigations, marketplace enforcement, and prosecution.

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## MARRIOT CRYSTAL TOWERS - Ballroom Floor Plan



A series of conferences & exhibitions

# ELIMINATING Illicit Trade & Counterfeits

YEAR  
2026

Illicit trade and counterfeiting constitutes to a significant and growing global threat — by undermining economies, legitimate businesses and public safety. Activities such as smuggling, product counterfeiting, tax evasion, and the illegal trade of goods, services, humans and wildlife has enabled criminal networks to generate substantial profits while governments lose billions in tax revenues. At the same time, consumers are exposed to unsafe and unregulated products, where legitimate brands face serious reputational and financial damages. The continued growth of counterfeit trade is driven by its high profitability for criminals, mainly due to limited consumer awareness of associated risks, inadequate enforcement in many jurisdictions, and insufficient legal action against infringers.

ASIAS Security Group is fully committed to combat illicit trade and counterfeit goods on a global scale. We recognise the detrimental impact of these activities in societies around the world. Our organisation is dedicated to work closely with governments, law enforcement agencies and industry stakeholders to address this growing threat. By combining our expertise, resources and dedication to the cause, we strive to mitigate the adverse effects of counterfeit goods and illicit trade, ultimately safeguarding economies, protecting consumers, and upholding the integrity of legitimate businesses worldwide.

Organised By:



For Partnership Opportunities

**HAZEM IBRAHIM**  
Founder & CEO

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**ASIA Security Conference & Exhibition**  
Anti-Counterfeiting, Illicit Trade & Brand Protection  
**22<sup>nd</sup> & 23<sup>rd</sup> July 2026 | Bangkok, Thailand**



**ASIA Security Conference & Exhibition**  
Anti-Counterfeiting, Illicit Trade & Brand Protection  
**14<sup>th</sup> & 15<sup>th</sup> October 2026 | Mumbai, India**





## 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.hsppb.com](http://www.hsppb.com)

#### SPONSORSHIP & EXHIBITION

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