

ASIA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION

CONFERENCE & EXHIBITION

2025

7th October

Aloft Singapore Novena

Republic of Singapore

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

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#ASIASec2025



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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.

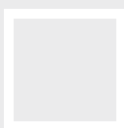
The **ASIA Security Conference & Exhibition** serves as a critical platform, uniting brand owners, regulators, law enforcement agencies, government policy-makers, and security solution providers to address challenges in anti-counterfeiting, online brand protection, cross-border product security, product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

After the overwhelming success of the 2023 and 2024 editions, the **ASIA Security Conference & Exhibition** on Anti-Counterfeiting, Trademark & Brand Protection is set to return to Singapore in 2025. This muchanticipated event will build on its legacy, bringing together a global audience under the theme, ***"Sustaining Momentum: Enhancing Collaboration to Combat Illicit Trade in Asia"***.

The conference will attract an international audience of over 200 specialists, including brand protection leaders, enforcement agencies, policy makers, and industry experts. Discussions will center on emerging trends, evolving threats, and effective solutions to tackle counterfeiting and illicit trade in South Asia and beyond.

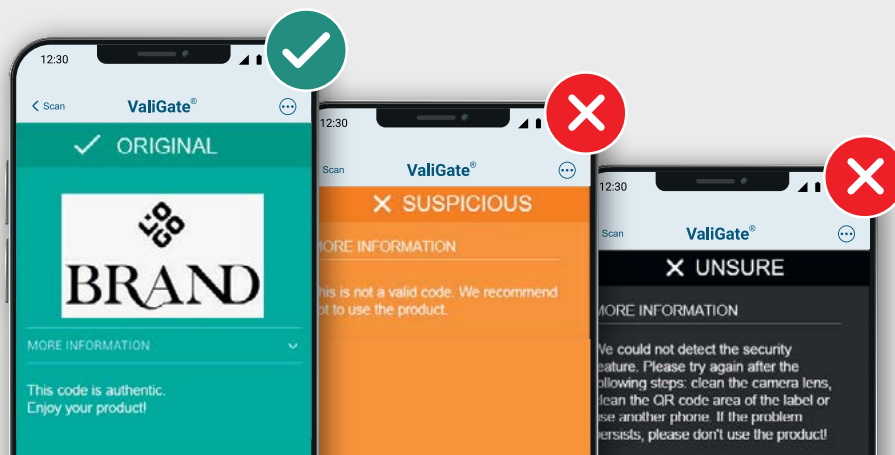
Participants will gain insights into winning strategies, real-world case studies, and the latest technologies through an engaging program of panel discussions, presentations, and interactive sessions. The event also features a dynamic exhibition and networking opportunities, fostering collaboration and innovation to strengthen brand protection efforts.

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CONFIRMED SPEAKERS



Kansakol Indrasawat

Section Director,
Enforcement Division



THE CUSTOMS
DEPARTMENT
Thailand

Mohammad Furiman Bin Hattar

Deputy Director of Customs



Ashish Sawant

Manager, Global Brand
Protection – Metro Asia



Benedict Chen

Regional
Security Advisor
- APAC, Japan
& China



Brett Marshall

Subject Matter Expert/Former
Corporate Head, QA & HSS



Chris Humphrey

Executive Director



Chris Merchant

Head of Global Brand
Protection & Security



Christoph Stegemann

Vice President, Global Sales



Desmond Tan

IPO Regional Adviser &
Head of IP, SE Asia



Dr Tan Siang Hee

Executive Director



Fabrice Perrono

ASEAN IP Counsellor



Ing Wang

China and Singapore Lead,
Customer Trust External Relations



Jonathan Selvasagaram

Asia Pacific Manager &
Legal Counsel



Letitia Davids

Executive Director



Olivier de Combret

Head of Brand Protection



Ramesh Raj, Kishore

Regional Director -
Asia Pacific



Ray Patrick

Managing
Director



Ren Jun Lim

Principal



DAY ONE | 7th of October 2025, Tuesday | Strength Through Collaboration

0930	CHAIRPERSON OPENING REMARKS <i>Brett Marshall, Subject Matter Expert Ex Corporate Head, QA & HSSE at Zuellig Pharma</i>
0935	KEYNOTE SPEECHES Keynote Speaker: <i>Kansakol Indrasawat, Section Director Enforcement Division, Royal Thai Customs (Thailand)</i> Keynote Speaker: <i>Mohammad Furiman Bin Hattar, Deputy Director of Customs, Royal Customs Department (Malaysia)</i> Keynote Speaker: <i>Chris Humphrey, Executive Director, EU-ASEAN Business Council</i>
0950	EXHIBITION TOUR & MORNING REFRESHMENTS
1020	Panel Discussion 1: Enforcement-Driven Disruption of Illicit Trade in ASEAN – Strategies, Coordination and Action • Enhancing Information Sharing and Intelligence Gathering: Discuss methods for improving communication and data exchange between ASEAN customs authorities and private sector companies. • Capacity Building and Training Initiatives: The need for specialized training programs for customs officials to stay ahead of evolving illicit trade tactics and how the private sector can contribute to these training initiatives. • Public-Private Partnership Models: Analyze existing partnership frameworks and their effectiveness in combating illicit trade within the ASEAN region Moderator <i>Chris Humphrey, Executive Director, EU-ASEAN Business Council</i> Panelists: • <i>Kansakol Indrasawat, Section Director Enforcement Division, Royal Thai Customs (Thailand)</i> • <i>Mohammad Furiman Bin Hattar, Deputy Director of Customs, Royal Customs Department (Malaysia)</i> • <i>Fabrice PERRONO, Regional IP Counsellor for ASEAN and India, INPI France</i>
1120	Topic 1: Protecting Food Security - Combating Illicit Trade and Illegal Pesticides in the Digital Marketplace By <i>Dr Tan Siang Hee, Executive Director, CropLife Asia</i>
1140	Topic 2: 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>
1200	Topic 3: 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>
1220	Topic 4: Uncorking the Black Market - The Fight Against Illicit Alcohol By <i>Letitia Davids, General Manager, South African Liquor Brand Owner Associations (SALBA)</i>
1240	NETWORKING LUNCH
1400	Panel Discussion 2: Global Collaboration to Counteract Counterfeit Medicines – Challenges and Solutions • Regulatory Measures: The importance of enforcing strong regulations to ensure pharmaceutical supply chain integrity. • Technology in Supply Chain Security: How blockchain, serialization, and track-and-trace systems can prevent counterfeiting. • Collaborative Partnerships: The role of public-private partnerships in protecting the pharmaceutical supply chain. • Consumer Education: Raising awareness among healthcare professionals and consumers to detect and avoid counterfeit medicines. 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>Ren Jun Lim, Principal, Baker McKenzie</i> • <i>Ray Patrick, Managing Director, Global Trade Security SDN BHD</i>
1500	AFTERNOON REFRESHMENTS
1520	Panel Discussion 3: Illicit Trade in the Digital Age – Tackling Counterfeits Across E-Commerce and Social Platforms • Platform Abuse: How counterfeiters are exploiting e-marketplaces, flash sales, and third-party listings • The Rise of Social Commerce: Counterfeits via WhatsApp groups, Instagram Lives, and influencer drop-sales • Responsibility & Regulation: Defining liability — what are platform obligations vs. brand responsibilities • Consumer Education vs. Enforcement: Empowering users to identify fake listings and report fraudulent sellers • Cross-Sector Collaboration: Case studies of joint actions between brands, platforms, enforcement, and regulators Moderator <i>Brett Marshall, Subject Matter Expert Ex Corporate Head, QA & HSSE at Zuellig Pharma</i> Panelists: • <i>Jonathan Selvasagaram, Asia Pacific Manager & Legal Counsel, REACT</i> • <i>Ashish Sawant, Manager, Global Brand Protection – Metro Asia, Kenvue</i> • <i>Desmond Tan, IPO Regional Adviser & Head of IP, SE Asia, Intellectual Property Office (UK)</i> • <i>Olivier de Combret, Head of Brand Protection, Shopee</i> • <i>Ing Wang, China and Singapore Lead, Customer Trust External Relations, Amazon</i>
1625	CHAIRPERSON CLOSING REMARKS

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

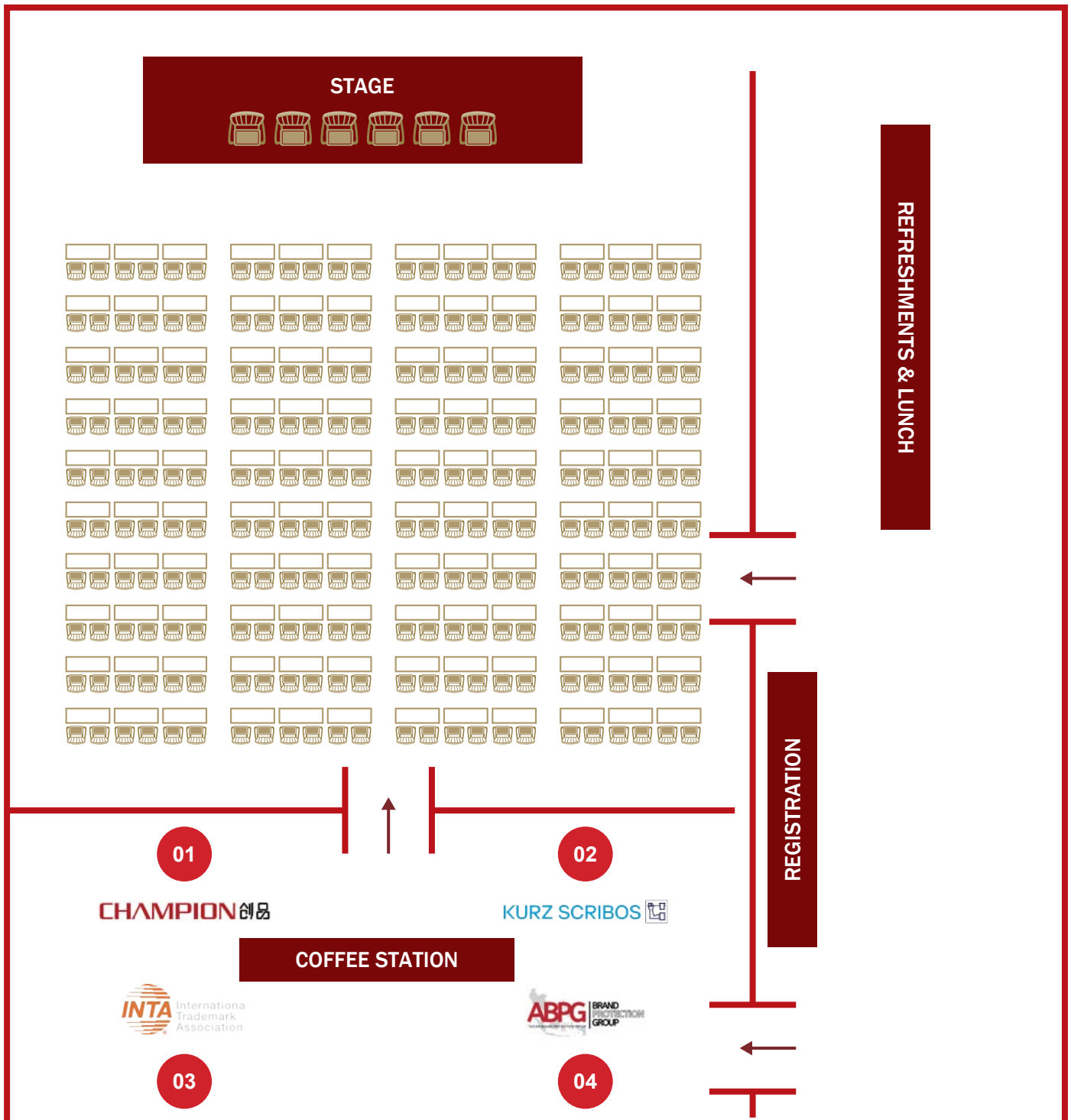
Our 10 lawyers and legal staff support clients in prosecution, litigation and non-contentious enforcement, pertaining to trademarks, patents, copyrights, and unfair-competition matters.



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.

Aloft Singapore Novena - 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 organizing 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

HAZEM IBRAHIM

Mobile: (+60) 14 331 2304
Email: hazemm@hspbp.com

SPEAKING ENQUIRIES

VIVIAN LIM

Mobile: (+60) 14 331 2304
Email: vivian@asia-security.com

COLLABORATION & PARTNERSHIPS

HAZEM IBRAHIM

Mobile: (+60) 14 331 2304
Email: hazemm@hspbp.com

ASIAs SECURITY GROUP SDN. BHD.

B-9-10 Laman Scenaria North Kiara,
No.6, Jalan 6/38a, Taman Sri Sinar,
51200 Kuala Lumpur, Malaysia.

Tel: +60 3 2935 9809