

VIRTUAL

POST THE COVID-19 PANDEMIC

ANTI-COUNTERFEITING & BRAND PROTECTION

Conference & Exhibition

6th & 7th April, 2021

SIMULTANEOUS INTERPRETATION

In English and Mandarin



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 Anti-Counterfeiting & 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

- ▶ Evolution of the Supply Chain: How COVID-19 had impacted brand safety and anti-counterfeiting efforts
- ▶ COVID-19 Vaccine: Protecting a highly demanded product from Counterfeiters
- ▶ Online Brand Protection: Shift in consumer behavior with a sharp increase in demand through e-commerce platforms
- ▶ Brand Protection in China: Strategies to strengthen the effectiveness of Enforcement & Investigation
- ▶ Free Trade Zones: How Counterfeiters profit from this Trade Facilitator

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

Who Attends?

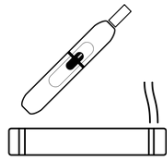
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Brand Owners

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?

 <p>Business Matching Experience unlimited networking with others from around the region like never before</p>	 <p>One-to-one Meeting Obtain maximum productivity with pre-arranged meeting with potential exhibitors in a timely convenience arrangement</p>	 <p>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</p>
 <p>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!</p>	 <p>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!</p>	 <p>Real Connections Attendees won't just watch or listen to talks - they'll be connecting with fellow attendees though our live chat sessions, both private and in group!</p>
 <p>Accessible Anywhere Wherever you might be, our virtual summit is made possible to be access anywhere, anytime!</p>		

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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.
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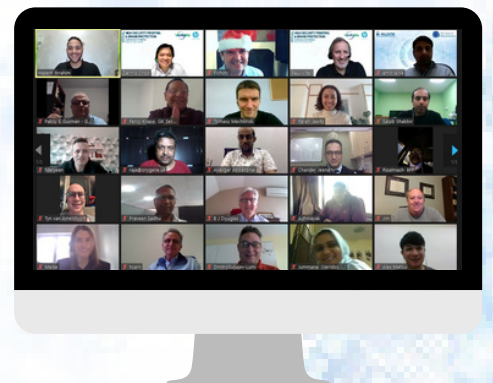
Hazem Ibrahim
Asias Security Group

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

\$3250

- 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

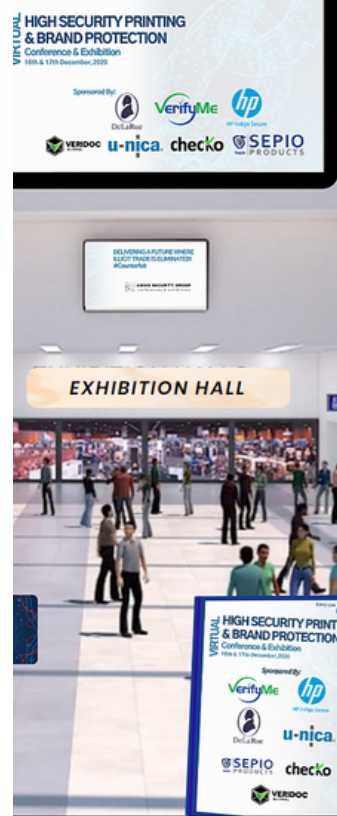
CO-SPONSOR

\$1750

- *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

BOOK YOUR SPONSORSHIP NOW!

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



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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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Alan Liu
Johnson & Johnson



Angela Shi
LEGO Group



Barna Barabás
JURA JSP



Conan Chen
Amazon



Chris Humphrey
EU-ASEAN Business Council



Michael Ding
Quality Brands Protection Committee (QBPC)



Davide FOLLADOR
European Commission



Christoph Stegemann
tesa scribos



Hazem Ibrahim
ASIAS SECURITY GROUP



Jeffrey P. Hardy
Transnational Alliance to Combat Illicit Trade



Lina Baechtiger
Philip Morris International



Stephen Dunn
Sanofi



Cecile Pache
AlpVision SA



Miller Wang
MCM Worldwide



Ramesh Raj
Pharmaceutical Security Institute



Rodney Van Dooren
Philip Morris International



Gilbert Botty
MOZAIQ



Paul Vitali
VerifyMe Inc



Elaine Khoo
Zuellig Pharma



Simon Tan
Shell



Valentina Salmoiraghi
INTA



Fernando Ferrer
BMW Group Asia



David Francis
Alliance Against Counterfeit Spirits



William Mansfield
ABRQ Industries Inc.

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Hazem Ibrahim
Asias Security Group

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#VirtualACBP

Day One

6th April, 2021 - 4:00 PM (Malaysia time GMT +8)

- 04:00 PM Welcome Keynote by **Hazem Ibrahim, Asias Security Group**
- 04:10 PM Online Brand Protection: Shift in consumer behavior with a sharp increase in demand through e-commerce platforms By **Rodney Van Dooren, Philip Morris International**
- 04:40 PM PANEL DISCUSSION: COVID-19 Vaccine: Protecting a highly demanded product from Counterfeiters



Alan Liu
Johnson & Johnson



Elaine Khoo
Zuellig Pharma



Ramesh Raj
Pharmaceutical Security Institute



Stephen Dunn
Sanofi

- 05:40 PM Brand Protection in Asia: Strategies to strengthen the effectiveness of Enforcement & Investigation By **Christoph Stegemann, tesa scribos**
- 06:10 PM EU anti-counterfeiting policy and work in light of the recent EU IP Action Plan By **Davide FOLLADOR, European Commission**
- 06:40 PM Internet Illicit Trade & Investigation: Cross Border Between Southeast Asia and China By **Miller Wang, MCM Worldwide**
- 07:10 PM Simple invisible solutions for authentication By **Cecile Pache, AlpVision**
- 07:40 PM Procedures and Strategies for Anti-Counterfeiting in China By **Angela Shi, The LEGO Group**
- 08:10 PM End of Day One | Q&A, Networking and Exhibition Tour + Group Photo

Day Two

7th April, 2021 - 4:00 PM (Malaysia time GMT +8)

- 04:00 PM Opening Remarks by Chairperson/Moderator, **Valentina Salmoiraghi, International Trademark Association (INTA)**
- 04:05 PM PANEL DISCUSSION: Brand Protection in China - Real World Success Stories



Alan Li
QBPC Customer Committee Chair



Conan Chen
QBPC Best Practices/Enforcement Committee Chair



Michael Ding
Chairman Quality Brands Protection Committee (QBPC)



William Mansfield
QBPC Vice Chair

- 04:30 PM Innovation is Key: Pack Smart, Protect the Brand, Engage the Consumer By **Paul Vitali, VerifyMe Inc.**
- 05:00 PM Digital Printing and Brand Protection By **Barna Barabás, Jura JSP**
- 05:30 PM Amazon brand protection mechanism and new initiatives By **Conan Chen, Amazon**
- 06:00 PM Actively involve your substrate to secure your Brand's image by **Gilbert Botty, MOZAIQ**
- 06:30 PM Counterfeit Lubricant Product: A bumpy ride for the oil and gas industry By **Simon Tan, Shell**
- 07:00 PM PANEL DISCUSSION: Tackling Illicit Trade in ASEAN



Chris Humphrey
EU-ASEAN Business Council



David Francis
Alliance Against Counterfeit Spirits (AACCS)



Fernando Ferrer
BMW Group Asia



Jeffrey P. Hardy
Transnational Alliance to Combat Illicit Trade



Lina Baechtiger
Philip Morris International

08:00 PM End of Day One | Q&A, Networking and Exhibition Tour + Group Photo



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: You can register through the following link:

<https://zoom.us/meeting/register/tJUod-GvrjksHNStA1d1YBKHEAW1zSfVK6Yt>

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.

Contact Us

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FOUNDER & CEO

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