

# EMEA SECURITY

CONFERENCE & EXHIBITION

# 2021

27<sup>th</sup>-28<sup>th</sup> October

Marriott Al-Jaddaf Dubai  
United Arab Emirates

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

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#EMEASEC2021

HIGH SECURITY PRINTING, ANTI-COUNTERFEITING  
& BRAND PROTECTION

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# Welcome to **EMEA SECURITY** CONFERENCE & EXHIBITION

**27<sup>th</sup>-28<sup>th</sup> October**

**Marriott Al-Jaddaf Dubai**

**United Arab Emirates**

**HIGH SECURITY PRINTING, ANTI-COUNTERFEITING  
BRAND PROTECTION**

Illicit trade & Counterfeiting is a serious and growing threat to society. Through smuggling, counterfeit and tax evasion, governments are losing billions in lost tax revenues, legitimate businesses are being undermined, and consumers are being exposed to poorly made and unregulated products. EMEA Security Conference & Exhibition brings together Government Agencies & Brand Owners to link them with Security Solution Providers to combat Illicit Trade & Counterfeiting in EMEA through High Security Printing & Brand Protection Solution!

For the first time, EMEA Security Conference & Exhibition | High Security Printing, Anti-Counterfeiting & Brand Protection will be hosted in Dubai, United Arab Emirates, with the theme of "Combating Illicit Trade & Counterfeiting in EMEA Region" where we 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, with a special emphasis on the EMEA region through an interactive Panel Discussions, Case Studies & Presentations, as well as a vibrant Networking Sessions & an Exhibition.

We look forward to you joining the discussion, sharing your knowledge, and networking with industry experts, colleagues and friends from around the globe. Welcome!



*Hazem Ibrahim*  
Founder & CEO

**ASIAS SECURITY GROUP SDN BHD**

**2021**

## KEYNOTE SPEAKERS



**His Excellency Ahmed Mahboob Musabih**

**Director General**



**His Excellency Major General Dr. Abdul Quddus Al Obaidly**

**Director General**



**Malek Hannouf**

**Chairman**



## SPECIAL GUEST



**Chris Gardner**

**Shareholder/Member of the Board of Directors**



## CONFIRMED SPEAKERS



**H.E. Dr. Ameen Al-Amiri**

Assistant Undersecretary for Public Health Policy and Licensing



**Abier Wasouf**

Regional Anti-Counterfeit Counsel, MEA



**Amar Shanbhag**

Deputy General Manager Sales Marketing



**Atef Tlili**

AMEO Regional Manager, Aftersales Field Operations



**Cameron Walker**

Regional Brand Protection Manager



**Dr. Abdulrahman Al Muaini**

Director of Organisational Development Office & General Secretary



**Eric Jones**

Director, Business Development



**Ernesto Bianchi**

Deputy Director General



**Esteban Giudici**

Senior Policy Advisor



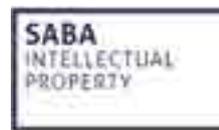
**Hadi Alkanani**

Head of Customer Trust – International Public Policy, MENA



**Hady M. Khawand**

Partner & Country Manager



**Hazem Ibrahim**

Founder & Chief Executive Officer



**Hoda Barakat**

Member of the Board, EIPA & Founder of Hoda Barakat Legal Consultancy



**Irfan Samana**

General Manager



**Jacopo Monteforte Specchi**

Chief Marketing Officer



**Jake Phillips**

Head Of Security, Crisis Management, Environmental, Health, Safety & Sustainability



**Jeffrey Kempresos**

Head, Communications & Government Affairs



**Khulood Alhosani**

IPR Awareness and Educational Officer



## CONFIRMED SPEAKERS



**Kamal Sharma**

Senior Manager & Senior Counsel - IMEA Global Brand Protection



**Marco Pocaterra**

Executive Director, DAIMWILL Ambassador, Natural Color Diamond Association



**Muriel Cressot**

Project Manager



**Mohammad Ayyob**

General Manager



**Dr. Mohan Guruswamy**

Chief Knowledge Officer



**Omar Obeidat**

Partner, Head of Competition and Intellectual Property



**Padmakumar Nair**

Co-Founder & CEO



**Paul Vitali**

VP, Business Development EMEA & Asia Pacific



**Peter Mehravari**

U.S. intellectual property (IP) attaché Middle East and North Africa (MENA)



**Philippe Van Gils**

Head of Illicit Trade Prevention Market Activation Africa & Duty Free



**Robert Dvořák**

Business Development Director, IQ Structures



**Dr. Samir Hamrouni**

Chief Executive Officer



**Steve Baker**

Global Security - Head of EMEA



**Tadej J. Turk**

Director of Digital Security Department, Board Member of JURA Group



**Werner Horn**

Founder & CEO



**Zahra Mansoor**

Manager, Global Brand Protection Middle East, Africa & Pakistan



## DAY ONE

- 0930 ORGANISER OPENING REMARKS**  
**Hazem Ibrahim, Founder & CEO, Asias Security Group**
- 0940 CHAIRPERSON OPENING REMARKS**  
**Hoda Barakat, Member of the Board, EIPA & Founder of Hoda Barakat Legal Consultancy**
- 0950 KEYNOTE SPEECHES**
- Keynote Speaker: **His Excellency Major General Dr. Abdul Quddus Al Obaidly, Chairman, Emirates Intellectual Property Association**
  - Keynote Speaker: **His Excellency Ahmed Mahboob Musabih, Director General, Dubai Customs**
  - Keynote Speaker: **Malek Hannouf, Chairman, Gulf Brand Protection Group**
- 1035 Special Guest: Chris Gardner, Shareholder/Member of the Board of Directors, VerifyMe Inc**
- 1040 VIP EXHIBITION TOUR & MORNING REFRESHMENTS**
- 1110 Topic 1: UAE Efforts in Eliminating Illicit Trade & Counterfeits**  
**By Dr. Abdulrahman AlMuaini, Director of Organisational Development Office & General Secretary, Emirates Intellectual Property Association**
- 1130 Topic 2: COMBATING COUNTERFEIT: TODAY & TOMORROW**  
**By Amar Shanbhagh, Deputy General Manager Sales & Marketing, MOBIS Parts Middle East**
- 1150 Topic 3: The Curious Case of the Genuine Fake**  
**By Padmakumar Nair, Co-Founder & CEO, Ennoventure**
- 1210 Topic 4: IP Protection Strategy for SMEs**  
**By Hady Khawand, Partner & Country Manager, Saba Intellectual Property**
- 1230 Topic 5: Brand Protection and Digital Printing**  
**By Tadej J. Turk, Director of Digital Security Department & Board Member of JURA Group**
- 1300 NETWORKING LUNCH**
- 1400 Panel Discussion 1: Counterfeit & Fraud Protection: Luxury Goods and Precious Metals**
- How can stakeholders work together against all types of counterfeiting activities to protect the Precious Metals & Gold Market?
  - Enhancing Collaboration through the sharing of Data and Intelligence
  - What are the latest solutions to protect minted and bullion products?
- Moderator  
**Hoda Barakat, Member of the Board, EIPA & Founder of Hoda Barakat Legal Consultancy**
- Panelists:
- **Jacopo Monteforte Specchi, Chief Marketing Officer, Certiline**
  - **Irfan Samana, General Manager, ARY Jewellery Dubai**
  - **Marco Pocaterra, Diamond Expert and Ambassador, Natural Color Diamond Association, Executive Director, Diamwill**
  - **Mohammad Ayyob, General Manager, Sam Precious Metals**
- SPONSORED BY: 
- 1500 Corporate Presentation By CERTILINE s.r.l**
- 1515 AFTERNOON REFRESHMENTS | SPONSORED BY VERIFYME INC.**
- 1530 Panel Discussion 2: Effective collaboration between the multiple agencies involved in combatting illicit trade and deployment of latest technologies to fight Counterfeits**
- Developing Legal Frameworks, Policies, Regulations and Procedures to combat Illicit Trade.
  - Enhancing Collaboration through the sharing of Data and Intelligence
  - Enhancing Collaboration through the sharing of Data and Intelligence
  - Securing the Supply Chain through deployment of latest technologies
- Moderator  
**Hoda Barakat, Member of the Board, EIPA & Founder of Hoda Barakat Legal Consultancy**
- Panelists:
- **Paul Vitali, VP Business Development, EMEA & APAC, VerifyMe Inc.**
  - **Abier Wasouf, Regional Anti-Counterfeit Counsel, Danfoss**
  - **Khulood Alhosani, IPR Awareness and Educational Officer, Dubai Customs**
  - **Ernesto BIANCHI, Deputy Director-General, European Anti-Fraud Office (OLAF)**
  - **Peter Mehravari, U.S. Intellectual Property Attaché for Middle East and North Africa, United States Patent and Trademark Office (USPTO)**
- SPONSORED BY: 
- 1645 Corporate Presentation By VerifyMe Inc.**
- 1655 CHAIRPERSON CLOSING REMARKS & END OF DAY ONE**

## DAY TWO

### 0920 CHAIRPERSON OPENING REMARKS

**Omar Obeidat**, Partner, Head of Competition & Intellectual Property, **ALTAMIMI & CO.**

### 0930 Topic 6: Nanoengineered holograms for protection of Documents and Goods

By **Robert Dvořák**, Business Development Director, **IQ Structures**

### 0950 Topic 7: Factors to be considered in the race to SECURE the digitization of products, recognize gray market trade, work with country specific firewalls and earn customer's confidence and loyalty in products

By **Werner Horn**, Founder & CEO, **Securikett**

### 1010 EXHIBITION TOUR & MORNING REFRESHMENTS

### 1030 Panel Discussion 3: Public Private Partnerships for a Sustainable Future

- Identifying key sources of brand manipulation?
- How to bring stakeholders together for common cause of brand protection?
- Enforcing regulatory oversight standards
- The importance of creating greater awareness on the threat of counterfeits among consumers

Moderator

**Dr. Mohan Guruswamy**, Chief Knowledge Officer, **World FZO**

Panelists:

- **Dr. Abdelrahman Al Muaini**, Director of Organisational Development Office & General Secretary, **Emirates Intellectual Property Association, Dubai Police**
- **Phillippe Van Gils**, Head of Illicit Trade Prevention Market Activation Africa & Duty Free, **Philip Morris International**
- **Dr. Samir Hamrouni**, Chief Executive Officer, **World FZO**

SUPPORTED BY:



### 1130 Corporate Presentation By **Eric Jones**, Business Development Director, **Inexto SA**

### 1145 Topic 8: Toward Clean Trade: Safezone Program

By **Muriel Cressot**, Project Manager, **World Free Zones Organization (World FZO)**

### 1200 NETWORKING LUNCH

### 1300 Panel Discussion 4: The Global threat of Counterfeit Medicines, Drugs, Cosmetics & Personal Care Goods and its Countermeasures

- What are effective Legislative & Regulation Measures for Dealing with Counterfeit Drugs?
- Enforcement efforts and partnership with industry: A needed strategy addressing counterfeit drugs.
- Effective Technology Tools for Fighting Substandard and Falsified Medicines: Authentication, traceability, & serialization, How do they work?
- Communication Strategies and raising Public Awareness on the threat of Counterfeit Medicines, Cosmetics and Personal Care Goods

Moderator

**Jeffrey Kemprecos**, Director, Communications, Government Affairs & Market Access–Gulf Countries, **GSK**

Panelists:

- **H.E Dr. Ameen Al-Amiri**, Assistant Undersecretary for Public Health Policy and Licensing, **Ministry of Health and Prevention UAE**
- **Esteban Giudici**, Senior Policy Advisor, **Transnational Alliance to Combat Illicit Trade (TRACIT)**
- **Jake Phillips**, Head Of Security, Crisis Management, Environmental, Health, Safety & Sustainability, **Boehringer Ingelheim**
- **Steve Baker**, Global Security – Head of EMEA, **Viatrix**
- **Zahra Mansoor**, Manager, Global Brand Protection Middle East, Africa & Pakistan (MEAP), **Johnson & Johnson**

### 1415 AFTERNOON REFRESHMENTS

### 1430 Panel Discussion 5: Online Brand Protection: The Change of consumer's behavior post the COVID-19 Pandemic

- Emerging threats posed by global change in commerce habits
- Digital IP enforcement and fight of counterfeits
- Challenges of international prosecution and enforcement of parallel trade on e-commerce
- E-commerce and the surge of small, individual packages: How can we enforce inspection and risks assess the contents? What are the technologies available?

Moderator

**Cameron Walker**, Regional Brand Protection Manager, **Beiersdorf Africa, Middle East and India**

Panelists:

- **Atef Tlili**, General Manager, Marketing and Product Development, **General Motors**
- **Kamal Sharma**, Senior Manager & Senior Counsel - IMEA Global Brand Protection, **Procter & Gambler**
- **Hadi Alkanani**, Head of Customer Trust – International Public Policy, MENA, **Amazon**

### 1530 CHAIRPERSON CLOSING REMARKS & END OF DAY TWO

### 1620 EXHIBITION NETWORKING SESSION

### 1800 EMEA GALA DINNER & AWARDS (INVITATION ONLY)

# SECURE • SMART • SUSTAINABLE



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Powered by the latest technology and machines, Certiline offers an ecosystem of security services and solutions.

Certiline niche products ensure the origin of valuable goods and protect from any tampering and counterfeiting attempts.

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CONFERENCE & EXHIBITION

## EMEA SECURITY

HIGH SECURITY PRINTING,  
ANTI-COUNTERFEITING  
& BRAND PROTECTION

We will be pleased to  
welcome you at our booth 7  
Marriott Al Jaddaf Hotel, Dubai, UAE

Oct  
27<sup>th</sup>/28<sup>th</sup>  
2021



Dubai, UAE

**Protect your brand.**  
**Grow your business.**



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Pre-press software, hardware, and design.

•

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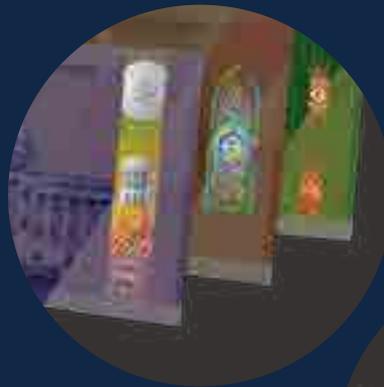


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STRUCTURES

# Experts in document and brand protection

Holographic protection of

- ✓ Banknotes, IDs and passports
- ✓ Documents and valuables
- ✓ Precious metals
- ✓ Pharmaceuticals
- ✓ Goods and product



*Best holograms  
on the Earth*



Our solutions have been  
awarded by globally recognized  
professional organisations.

[www.iqstructures.com](http://www.iqstructures.com)

## OUR PARTNERS

### LEAD PARTNERS



The Emirates Intellectual Property Association (EIPA) was founded in 2010 /11/25 In Respect of The National Societies and Associations of Public Welfare. EIPA is a United Arab Emirates (UAE) pre- eminent association of professionals who specialize in Intellectual Property: patents for inventions, trademarks, copyright, and industrial designs. EIPA is committed to the protection and promotion of Intellectual Property Right for the UAE economy, safety and social development.

More details on [www.eipa.ae](http://www.eipa.ae)



The Brand Owners' Protection Group (BPG), a non-profit organization aims to use all legal means at its disposal to achieve improvement in the brand protection environment across the Gulf Region. The group focuses on education of the business community, consumers, media and interaction/collaboration with authorities – local, regional, and international – to strengthen the enforcement of those laws governing illicit trade in all its forms.

More details on [www.gulfbpg.com](http://www.gulfbpg.com)



The World Free Zones Organization (World FZO) is a global not-for-profit organization registered in Geneva, Switzerland, and headquartered in Dubai, UAE since 2014. It unites its members under one authoritative and collective voice, providing representation to the interests of free zones around the world. Its main goal is to enhance free zones' global contribution to economic prosperity and social development by fostering best practices, sharing industry knowledge and supporting clean trade policies through standardized regulation, globally recognized certification programs and solid compliance models among its more than 700 members in over 130 countries.

More details on [www.worldfzo.org](http://www.worldfzo.org)

### PLATINUM PARTNER



Since 1989, Certiline has used its experience in the chemical and graphic industries to develop products, which allow our customers to ensure the origin, declared by the certifiers, of their goods. Our high-tech products protect goods from tampering activities, making apparent any forgery and counterfeiting attempts. Our products provides security and anti-counterfeiting systems.

More details on [www.certiline.com](http://www.certiline.com)

### GOLD PARTNER



VerifyMe offers a range of brand protection technologies to authenticate products and packaging reducing product counterfeiting and diversion. These solutions can also be used to better engage your customers, saving money and increasing sales. Brand Protection & Consumer Engagement experts.

#### AUTHENTICATE - TRACK - ENGAGE

Bringing together 360° brand protection technologies to tailor anti-counterfeiting and diversion solutions to your and your clients' unique needs.

More details on [www.verifyme.com](http://www.verifyme.com)

### SILVER PARTNERS



Jura is a recognized name in the security printing market, offering solutions from document personalization, high-security prepress, and platemaking to digital security and consultancy. We pioneer in anti-photocopy security solutions for identity documents. Our design software packages are used by over 100 government and licensed security printers providing solutions for banknote and high-security design. We also offer printing solutions for the digital printing market, with innovative technology for brand protection.

More details on [www.jura.hu](http://www.jura.hu)



Ennoventure Inc was started in 2018 with the goal of being an innovative venture which develops digital solutions to solve day to day problems faced by mankind. The company uses technologies like AI, Cryptography, Blockchain, Geofencing and embedded solutions in their endeavour. With headquarters in Massachusetts, USA and R&D centre in Bengaluru, India, Ennoventure patented their digital technology of encryption (without any process change). The technology is used to ensure brand protection, tracking & tracing, and to enhance brand engagement.

More details on [www.ennoventure.com](http://www.ennoventure.com)

## OUR PARTNERS

### SILVER PARTNERS



We share a passion for pushing technological boundaries. We enjoy confronting challenges in anti-counterfeiting protection. That is why we succeed in bringing new trends to the industry and why we are a key partner of the world's largest banks and document-issuing authorities.

Research and development activities: Strong technical competence based on 25 years of research and development in nanoengineering and material science.

In-house mastering and manufacturing: Industry recognition thanks to a creative combination of cutting-edge technologies such as e-beam lithography, UV lithography and 3D nanoprinting.

More details on [www.iqstructures.com](http://www.iqstructures.com)

### BRONZE PARTNERS



As a subsidiary of the Impala Group, and an industry leader in advanced digital enablement, our company shares a strong belief in the societal benefits made possible through digitalization and technological advancement. INEXTO's technology is an enabler of transparent, trusted, and ethical trade. Through our vast experience, INEXTO has developed an in-depth knowledge of the complex problems facing regulators, enforcement agencies, businesses, and consumers. The know-how we have gained acts to drive our innovative mindset; ensuring that our products and services deliver on our core values:

More details on [www.inexto.com](http://www.inexto.com)



Securikett® is one of the leading companies in the field of product and brand protection. Securikett is offering a one-stop shop for both physical and digital product security. The unique tamper protection developed by Securikett satisfies the strictest requirements. That's why Securikett VOID labels are in demand all over the world. Founded in 2001, Securikett today exports to over 45 countries, more than 50% of which are in Asia. In October 2017 we moved to our new headquarters in Münchenendorf, near Vienna to stay innovative and reliable partner for our demanding customers in the future as well.

More details on [www.securikett.com](http://www.securikett.com)



Rolling Optics offers the most secure and attractive visual anti-counterfeit solution available. The patented and exceptionally complex technology creates a stunning 3D effect, virtually impossible to replicate. By simply looking at the 3D security labels the consumer will instantly recognize they are buying a genuine product. There is no need for special lighting or reading devices to authenticate the product. After implementing RO solutions, brands have seen a sharp decline in counterfeits resulting in protected customers and rapidly increased revenues.

In addition to providing an immediate visual authentication, the brand specific 3D-effects can be combined with a full range of track & trace, serialization and consumer engagement technologies. Our security solutions primarily come as flexible self-adhesive labels and can easily be applied in most production lines without losing speed or efficiency.

More details on [www.rollingoptics.com](http://www.rollingoptics.com)

### ENHANCED EXHIBITORS



Since its inception in 1998, Stardust has been developing and commercializing state-of-the-art covert, luminescent technology for Currency/Document Authentication, Supply Chain Traceability, and Brand/Liability Protection. It was founded by Drs. Edward and Vitaly Talyansky, father and son, both physicists with a focus on materials science. A lion share of its revenues and efforts is spent on constant innovation and expansion of its portfolio of taggants and detection instruments. Stardust provides brand owners and government agencies with the ability to authenticate their products and materials at any point in the supply chain, from the production site to post-installation or return. Stardust is a major player in currency and tax stamp markets.

More details on [www.stardustus.com](http://www.stardustus.com)



Bsecure is a full-service brand and document protection consulting and integration organization. We offer the latest front-line technologies designed especially to combat and protect our clients from gray marketers and counterfeiters. Bsecure was established in 1999 as a spin-off from its parent company, the Israeli Pitkit Printing Enterprises Ltd. Today, Bsecure is partly owned by Arjo Solutions, one of the leading players in Brand Protection solutions. Bsecure is located in Pitkit's modern, 4,000 square meter premises in the Caesarea Industrial Park, Israel. Bsecure technologies can be found on smart labels for tagging and tracking products, smart packaging with authentication technology for preventing counterfeiting, forgery, diversion, and theft; and government documents including ID cards. We are committed to providing reliable, smart security solutions for comprehensive protection.

More details on [www.bsecuregroup.com](http://www.bsecuregroup.com)

# One of a kind

Our patented  
technology brings  
in-depth experience in  
creating a solution to  
beat counterfeits

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Securikett® also provides advanced security labels and  
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**ROLLING OPTICS**

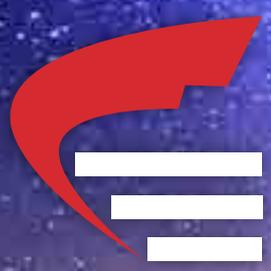
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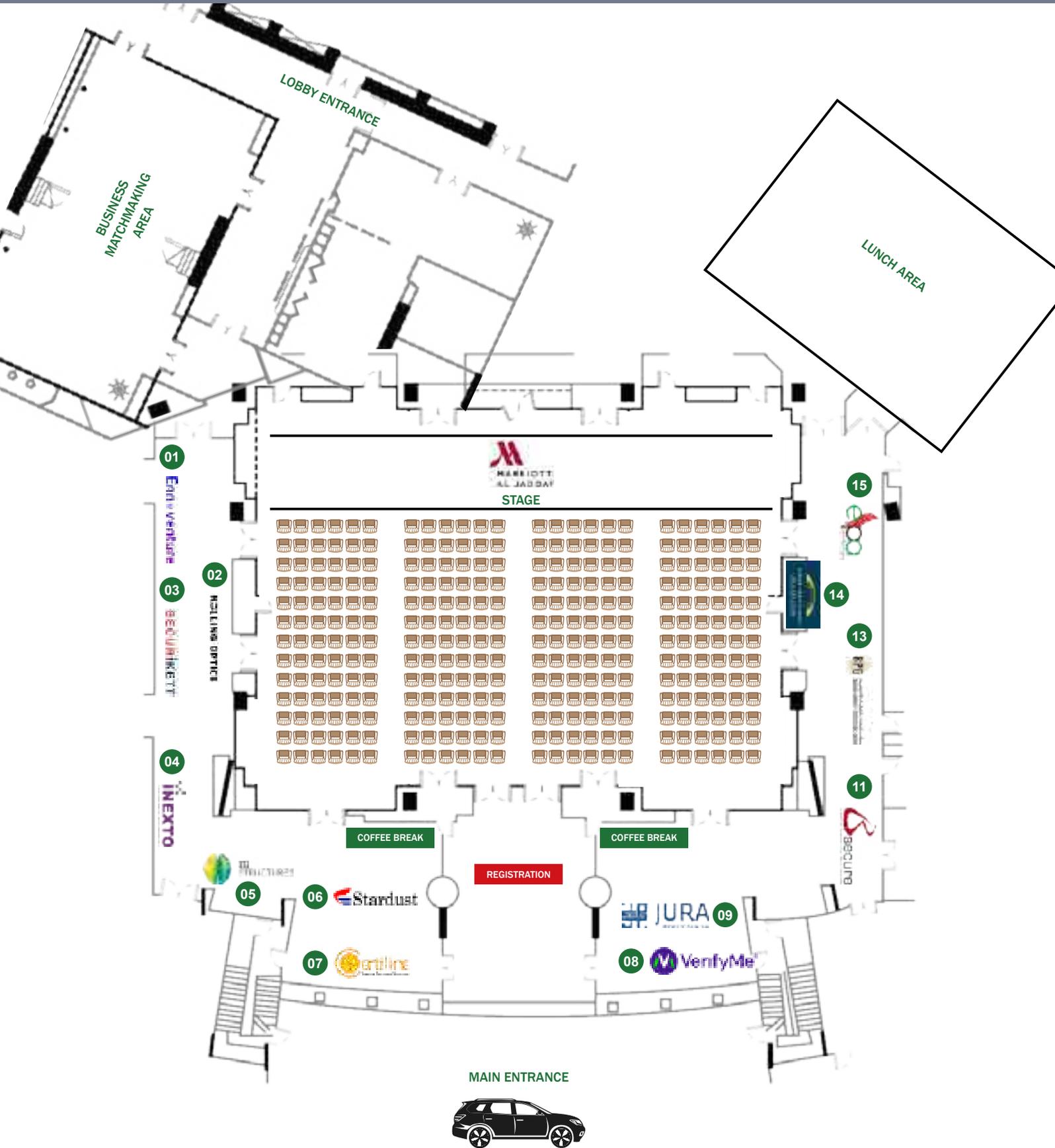
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# PROTECT YOUR FUTURE

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# FLOOR PLAN - MARRIOTT AL-JADDAF

## ZABEEL BALLROOM & PRE-FUNCTION AREA



YEAR  
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A series of conferences & exhibitions

# ELIMINATING

Illicit Trade and counterfeit goods is a major and growing threat towards our society worldwide; From smuggling, counterfeiting and tax evasion, to the illegal sale or possession of goods, services, humans and wildlife, governments are losing billions in tax revenues, legitimate businesses are undermined, and consumers are exposed to poorly made and unregulated products. The trade of counterfeit or fake products is becoming a common practice worldwide due to its profitability for criminals, lack of awareness from consumers/buyers on the threats associated with purchasing a counterfeit good, the lack of rigorous enforcement by the authorities, and minimum legal actions undertaken by brand owners.



**EMEA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in Saudi Arabia



**ASIA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in Philippines



**ASIA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in Cambodia



**ASIA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in Malaysia



**EMEA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in United Arab Emirates



Organised By:



For Partnership Opportunities

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Founder & CEO

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## 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, humans and wildlife, illicit trade is compromising the attainment of economic and social development goals in significant ways, crowding out legitimate economic activity, 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 the Key to combating Illicit Trade, therefore, our aim in organizing conferences is to provide an open dialogue platform to enhance cooperation and to share best practices 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](http://www.hspbp.com)

#### SPONSORSHIP & EXHIBITION

##### **HAZEM IBRAHIM**

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Email: [vivian@asia-security.com](mailto:vivian@asia-security.com)

#### COLLABORATION & PARTNERSHIPS

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ORGANISER



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