

# EMEA SECURITY

CONFERENCE & EXHIBITION

# 2023

8th-9th November

DoubleTree by Hilton M Square

Dubai, United Arab Emirates

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

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

#EMEASec2023

HIGH SECURITY PRINTING, ANTI-COUNTERFEITING  
& BRAND PROTECTION

ORGANISER



LEAD PARTNERS



PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNERS



SUPPORTING PARTNERS



EXHIBITOR PARTNERS





# Welcome to

# EMEA SECURITY

CONFERENCE & EXHIBITION

8<sup>th</sup>-9<sup>th</sup> November

DoubleTree by Hilton M Square

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 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 and brand owners, to connect them with Security Solution Providers in order to combat Illicit Trade and Counterfeiting in EMEA through High Security Printing & Brand Protection Solution!

After a successful edition in 2020, **EMEA Security Conference & Exhibition | High Security Printing, Anti-Counterfeiting & Brand Protection** is back again, to be hosted in Dubai, United Arab Emirates under the theme of **“The Power of Collaboration and Unity in the Fight Against Illicit Trade and Counterfeiting”**, where we will bring together an international audience of over 300 leading specialists to examine the latest trends, developments, risks and solutions to illicit trade and counterfeiting activities across many industries.

Our event offers you the chance to discuss winning strategies, successful examples and innovative new technologies, with a special emphasis on the EMEA region. Through our live, interactive Panel Discussions, Case Studies & Presentations, you would reap the benefits of discovering current intelligence and resources via our vibrant Networking Sessions and Exhibitions.

We look forward to see you join the discussions, share your knowledge and network with various industry experts, colleagues and friends from around the globe. Welcome!

*Hazem Ibrahim*

Hazem Ibrahim

Founder & CEO

ASIAS SECURITY GROUP SDN BHD





Try it now!  
Scan at [scan.laava.id](https://scan.laava.id)



# Laava Smart Fingerprints® - The Global Mark of Trust™

The world's first digitally verifiable,  
globally scalable alternative to QR codes.

Transform your products into secure connected products.  
Enable consumers to authenticate and engage at point of purchase and beyond.



Secure by design, unique to every individual item, and built for consumer engagement.



Utilise conventional digital printing technology. No special inks or labels required.



Consumers can scan, verify and engage - with any phone - to unlock unique brand stories, rewards, competitions and more.



The secure gateway to trusted experiences for products, documents, assets, NFTs and platforms. Can be white labelled.



Invisible anti-copy security layer over the Smart Fingerprint that can be scanned with a smartphone. Added security plus all the benefits of Laava's consumer engagement and data analytics features. Can also be used as a standalone security layer over a brand logo.

Combine three key capabilities into a single,  
low-cost trust mark, unique to each product.



### Brand Protection

Inspire consumer confidence in product authenticity, channel integrity and core claims.



### Provenance and Traceability

Easily access 2-way integration with ERP, traceability, DLT, NFT and e-commerce platforms.



### Storytelling and Engagement

Offer secure, exclusive, rich engagement opportunities, like digital storytelling, rewards and more.

Laava are proudly exhibiting at the EMEA Security Conference.

Visit our stall to learn how Laava can protect your brand

Contact us to discover how Laava Smart Fingerprints® can work for your business.

E [hello@laava.id](mailto:hello@laava.id)  
W [www.laava.id](http://www.laava.id)

LinkedIn @laava  
Twitter @laava\_id  
Instagram @laava\_id  
WeChat @gavin\_ger



# CONFIRMED SPEAKERS



الإمارات العربية المتحدة  
وزارة الاقتصاد  
UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY

**Sultan Darwesh**  
Consumer Protection & Commercial  
Control Director



**Aisha Y. Salem-Howey**  
IP Attaché for the Middle  
East and North Africa  
UNITED STATES  
PATENT AND TRADEMARK OFFICE  
**uspto**



**Andy Morling**  
Deputy Director (Criminal  
Partner Enforcement)  
Medicines & Healthcare products  
Regulatory Agency



**Ashish Anand**  
Technical Director  
 **Linksmart Technologies**  
Non-Closeable Identity Of Things



**Atef Tiili**  
General Manager,  
Marketing  
and Product  
Development  
**GM**



**Cameron Walker**  
Global Brand  
Protection Manager  
**Beiersdorf**



**Christoph Stegemann**  
Vice President, Global Sales  
**SCRIBOS**  
a KURZ company



**Christophe Pereira**  
Customs and Supply  
Chain Manager  
**LA POSTE  
GROUPE**



**Gary Chambers**  
VP, Health Sciences  
**SGS**



**Gavin Ger**  
Co-Founder & CEO  
**laava**  
The Global Mark of Trust™



**Georgina Crouth**  
Business Journalist  
**DAILY MAVERICK**



**Hadi Alkanani**  
Global Relations Manager,  
Brand Protection, MENA  
**amazon.com**



**Hady Khawand**  
Partner  
**SABA  
INTELLECTUAL  
PROPERTY**



**Hazem Ibrahim**  
Founder &  
Chief Executive  
Officer  
**ASIAS  
SECURITY GROUP**



**Hoda Barakat**  
Member of the Board, EIPA  
and Founder of Hoda Barakat  
Legal Consultancy  
**HODA BARAKAT  
LEGAL CONSULTANCY**



**Jake Philips**  
Regional Head of GFE -  
Operations  
**Boehringer  
Ingelheim**



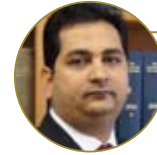
# CONFIRMED SPEAKERS



**Jinane Kabbara**  
Regional Counselor for Intellectual Property  
  
Liberté • Égalité • Fraternité  
RÉPUBLIQUE FRANÇAISE



**Juan Carlos Buitrago**  
Founder & CEO  
  
Business Intelligence and Intellectual Property



**Kamal Sharma**  
Director & Assistant General Counsel, AMA-WEST | IMEA



**Keisuke Seki**  
IP Attaché for Middle East and Africa, Japan Patent Office IP Director, JETRO Dubai  
  
Japan External Trade Organization



**Leena Khalil**  
Co-Founder  
  
#1 mother, baby & child site in the Middle East



**Letitia Davids**  
General Manager  
  
South African Trade Mark Owners Association



**Malek Hannouf**  
Chairman, Gulf Brand Protection Group Head of Intellectual Property department - Middle East & Africa  
  
BPG مجلس حماية العلامات التجارية  
TRADE OWNERS' PROTECTION GROUP



**Mariam Sabet**  
Senior Counsel Intellectual Property & Competition  
  
التصميم و مستشاروك  
AL TAMIMI & CO.



**Nihel Bernard**  
Assistant Director  
  
CABINETMAP  
EXCELLENCE EXPERIENCE EXPERTISE



**Omar Obeidat**  
Partner, Head of Competition and Intellectual Property  
  
التصميم و مستشاروك  
AL TAMIMI & CO.



**Philippe Van Gils**  
Director Illicit Trade Prevention SSEA CIS MEA  
  
PHILIP MORRIS INTERNATIONAL



**Saba Vasim**  
Group Brand Protection & Security Manager  
  
BOSCH



**Stefano Betti**  
Deputy Director-General  
  
TRANSNATIONAL ALLIANCE TO COMBAT ILLICIT TRADE  
TRAICIT.ORG



**Tawfiq Sa'deddin**  
Co-CEO & Co-Founder  
  
nftania



**Valeria Demirci**  
Brand Protection Consultant  
  
ApiraSol



**Yamish Yakoob**  
IP Attaché - Gulf Cooperation Council, UK Intellectual Property Office (UKIPO)  
  
Intellectual Property Office



**Yasir Masood**  
IP Manager  
  
ROUSE



**DAY ONE | 8<sup>th</sup> of November 2023, Wednesday**

- 0930 ORGANISER OPENING REMARKS**  
*Hazem Ibrahim, Founder & CEO, Asias Security Group*
- 0935 CHAIRPERSON OPENING REMARKS**  
*Omar Obeidat, Partner, Head of Competition & Intellectual Property, ALTAMIMI & CO.*
- 0945 KEYNOTE SPEECHES**  
Keynote Speaker: **Mr. Sultan Darwesh, Consumer Protection And Commercial Control Director, Ministry of Economy, UAE**  
Keynote Speaker: **Malek Hannouf, Chairman, Gulf Brand Protection Group | Head of Intellectual Property Department, Middle East & Africa, Louis Vuitton**
- 1000 VIP EXHIBITION TOUR & MORNING REFRESHMENTS**
- 1020 Topic 1: Secure Connected Packaging - Get Your Packaging to Work Harder (and Make You Money!)**  
By **Gavin Ger, Co-Founder & CEO, Laava**
- 1040 Topic 2: Effective Brand Protection - The Most Powerful Way to Protect Your Brand Is to Involve Your Customers**  
By **Christoph Stegemann, Vice President, Global Sales, Scribos**
- 1100 Topic 3: Supply Chain Intelligence For Brand Protection: Using Public Trade Data and Osint to Disrupt Illicit Trade in the Middle East**  
By **Valeria Demirci, Brand Protection Consultant, ApiraSol**
- 1120 Topic 4: Journey of Traceability to Credible Traceability and Understanding Hidden Cost of Brand Protection Through Clonable QR Codes**  
By **Ashish Anand, Technical Director, Linksmart Technologies**
- 1140 Fireside Presentation by Stefano Betti, Deputy Director General, Transnational Alliance to Combat Illicit Trade (TRACIT)**
- 1200 Panel Discussion 1: How Bad Can It Be – The Truth Behind Illicit Trade**  
Illicit trade is often referenced as a victimless crime, with low risk and high profit margins. Unfortunately, many consumers regard it as a harmless cheaper alternative to products that exist on the market today. That, however, could not be further from the truth. Our expert panel will take us through the serious threats associated with illicit trade and the global security concerns that it entails by providing concrete examples of the overlapping relationship between illicit trade, criminal organizations as well as terrorist funding – across various geographies.
- Moderator  
**Georgina Crouth, Business Journalist, Daily Maverick (South Africa)**
- Panelists:  
• **Juan Carlos Buitrago, Founder & CEO, Strategos BIP | Brigadier General (R-PNC), Colombian National Police**  
• **Letitia Davids, General Manager, South African Liquor Brand Owner Association (SALBA)**  
• **Stefano Betti, Deputy Director General, Transnational Alliance to Combat Illicit Trade (TRACIT)**
- 1300 NETWORKING LUNCH**
- 1400 Panel Discussion 2: Synergizing Forces Against Counterfeiting: Unleashing the Power of Collaboration & Public-Private Partnerships**  
• Developing legal frameworks, policies, regulations and procedures to combat illicit trade.  
• How are governments across the region working together to tackle illicit trade?  
• Effective practices to strengthen collaborative relationships between the enforcement agencies and right holders?
- Moderator  
**Cameron Walker, Global Brand Protection Manager, Beiersdorf**
- Panelists:  
• **Atef Tlili, General Manager, Marketing and Product Development, General Motors**  
• **Aisha Y. Salem-Howey, IP Attaché for the Middle East and North Africa, United States Patent & Trademark Office (USPTO)**  
• **Jinane Kabbara, Regional Counselor for Intellectual Property, French Embassy in UAE**  
• **Keisuke Seki, IP Attaché for Middle East and Africa, Japan Patent Office | IP Director, JETRO Dubai**  
• **Yamish Yakoob, IP Attaché, Gulf Cooperation Council, UK Intellectual Property Office (UKIPO)**
- 1505 AFTERNOON REFRESHMENTS**
- 1515 Panel Discussion 3: The Global Threat of Trade in Falsified Medicines: A Danger to Health and Development**  
• 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  
**Hoda Barakat, Founder, Hoda Barakat Legal Consultancy | President, AIPPI UAE | Member of the Board, EIPA**
- Panelists:  
• **Gary Chambers, VP, Health Sciences, SGS**  
• **Andy Morling, Deputy Director (Criminal Enforcement), Medicine & Healthcare Products Regulatory Agency UK**  
• **Jake Philips, Regional Head of GFE - Operations (Security, Crisis Mgt, EHS&S, Wellbeing and Infra), Boehringer Ingelheim**
- 1615 Corporate Presentation by Gary Chambers, VP, Health Sciences, SGS**
- 1630 CHAIRPERSON CLOSING REMARKS & END OF DAY ONE**





**DAY TWO | 9<sup>th</sup> of November 2023, Thursday**

**0930** CHAIRPERSON OPENING REMARKS  
*Hady Khawand, Partner, SABA Intellectual Property | Secretary, AIPPI UAE*

**0940** Topic 5: The UNMATCHED Criteria for Ideal Anti-Counterfeit Technology  
By *Tawfiq Sa'deddin, Co-CEO & Co-Founder, Nftania Inc*

**1000** VIP EXHIBITION TOUR & MORNING REFRESHMENTS

**1030** Panel Discussion 4: Ensuring Trust in the Digital Marketplace: Strategies for Brand and Consumer Protection  
• The importance of Increasing Engagement and Collaboration with Industry, Government and Online platforms - Building alliances with online marketplaces, social media platforms, and payment processors.  
• Engaging consumers in reporting counterfeit products and brand infringements - How can this be achieved?  
• Effective Technology Tools for Fighting Online Counterfeits: Growing importance of brand monitoring on emerging platforms (e.g., social media, live streaming).

Moderator  
*Hadi Al Kanani, Global Relations Manager – Brand Protection, MENA, Amazon*

Panelists:  
• *Kamal Sharma, Director & Assistant General Counsel, AMA-WEST | IMEA, Global Brand Protection, Procter & Gamble*  
• *Philippe Van Gils, Director Illicit Trade Prevention SSEA CIS MEA, Philip Morris International*  
• *Yasir Masood, IP Manager, Rouse*  
• *Saba Vasim, Group Brand Protection & Security Manager, BOSCH*

**1130** Topic 6: Discussing the Role of Online Market Places Within the IP Protection Ecosystem  
Fire chat session with *Leena Khalil, Co-Founder, Mumzworld & Mariam Sabet, AIPPI member and Al Tamimi & Co*

**1150** Topic 7: Strengthening the International Postal Supply Chain - Challenges and Solutions  
By *Christophe Pereira, Customs and Supply Chain Manager, La Poste Groupe*

**1210** Topic 8: The New Challenges of Counterfeiting and Anti-Counterfeiting in North Africa - Focus on Algeria  
By *Nihel Bernard, Assistant Director, Cabinet MAP*

**1230** CHAIRPERSON CLOSING REMARKS

**1240** NETWORKING LUNCH & END OF DAY TWO

**1500** GATHER AT DOUBLETREE BY HILTON M SQUARE LOBBY FOR CRUISE PICK-UP

### Jumeirah Tour on Private Yacht

Take our professionally-organized trip to tour the beautiful Palm Jumeirah Beach of Dubai! Enjoy amazing views of Burj Al Arab Hotel, Atlantis The Palm Hotel, Bluewater Island, Jumeirah Beach Residence (JBR), Ain Dubai Ferris Wheel & Dubai Marina/Harbour from a private luxury yacht!

**9<sup>th</sup> November 2023 | 15:15 | 2 Hours**

\*Pick Up & Drop Off Point at:  
*DoubleTree by Hilton M Square | 15:00 - 18:00*

\*Free Flow of Non-Alcoholic Beverages

\*RSVP to Event Participants Only

\*RSVP before **7<sup>th</sup> November 2023**

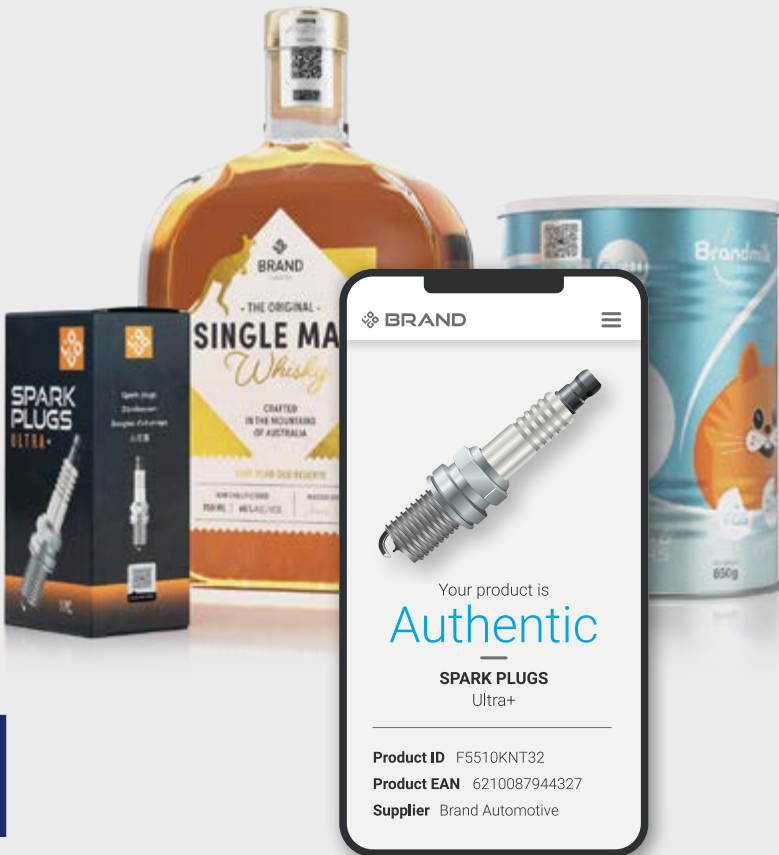
**RSVP Now!**



# Innovative solutions for an effective brand protection concept



We develop and manufacture innovative, secure product markings, which can be combined with our cutting-edge digital platform. These effective brand protection solutions enable brand owners all over the world to combat counterfeiting, grey market trading and unauthorized overproduction. Moreover, they open avenues for customer interaction, track & trace and market analysis.





# Fortifying Brands & Empowering Businesses

**SGS IS THE WORLD'S LEADING  
INSPECTION, VERIFICATION, TESTING  
AND CERTIFICATION COMPANY**

In today's interconnected world, safeguarding brand integrity is paramount as counterfeit threats escalate. SGS, with its extensive global network of 2,650 offices and laboratories and a team of 98,000 experts, is a stalwart in sustainability, quality, and integrity. We are dedicated to creating a safer, more efficient world through tailored solutions that fortify brand protection.

## Unmatched Expertise, Relentless Commitment

SGS's expertise adapts to the unique challenges of brand protection, employing both advanced technologies and proven methodologies. Our comprehensive services offer a complete shield for your brand:

**Diversion Detection:** We utilize cutting-edge technology to pinpoint vulnerabilities in the supply chain, identifying unauthorized distribution channels used by suppliers.

**Unauthorized E-commerce Monitoring:** We track down unauthorized retailers and locations where genuine products may be swapped with counterfeits.

**Real-time Transport Oversight:** Our visual dashboards provide real-time monitoring of product transportation, minimizing delivery delays.

**Counterfeit Production Prevention:** We closely supervise suppliers to deter the production of counterfeit goods.

**Traceability Assurance:** By employing tracking technology from the manufacturing stage, each product can be traced along the supply chain, offering complete visibility and data-driven decision-making.

Visit us at the **EMEA Security Conference & Exhibition on Anti-Counterfeiting & Brand Protection, Booth #6** to discover our cutting-edge brand protection solutions, engage with our experts, and gain invaluable insights to fortify your brand against evolving threats.

Contact us: [www.sgs.com](http://www.sgs.com)

Follow us:  [sgsmiddleeast](#)  [sgsmiddleeast](#)  [sgs](#)

WHEN YOU NEED TO BE SURE



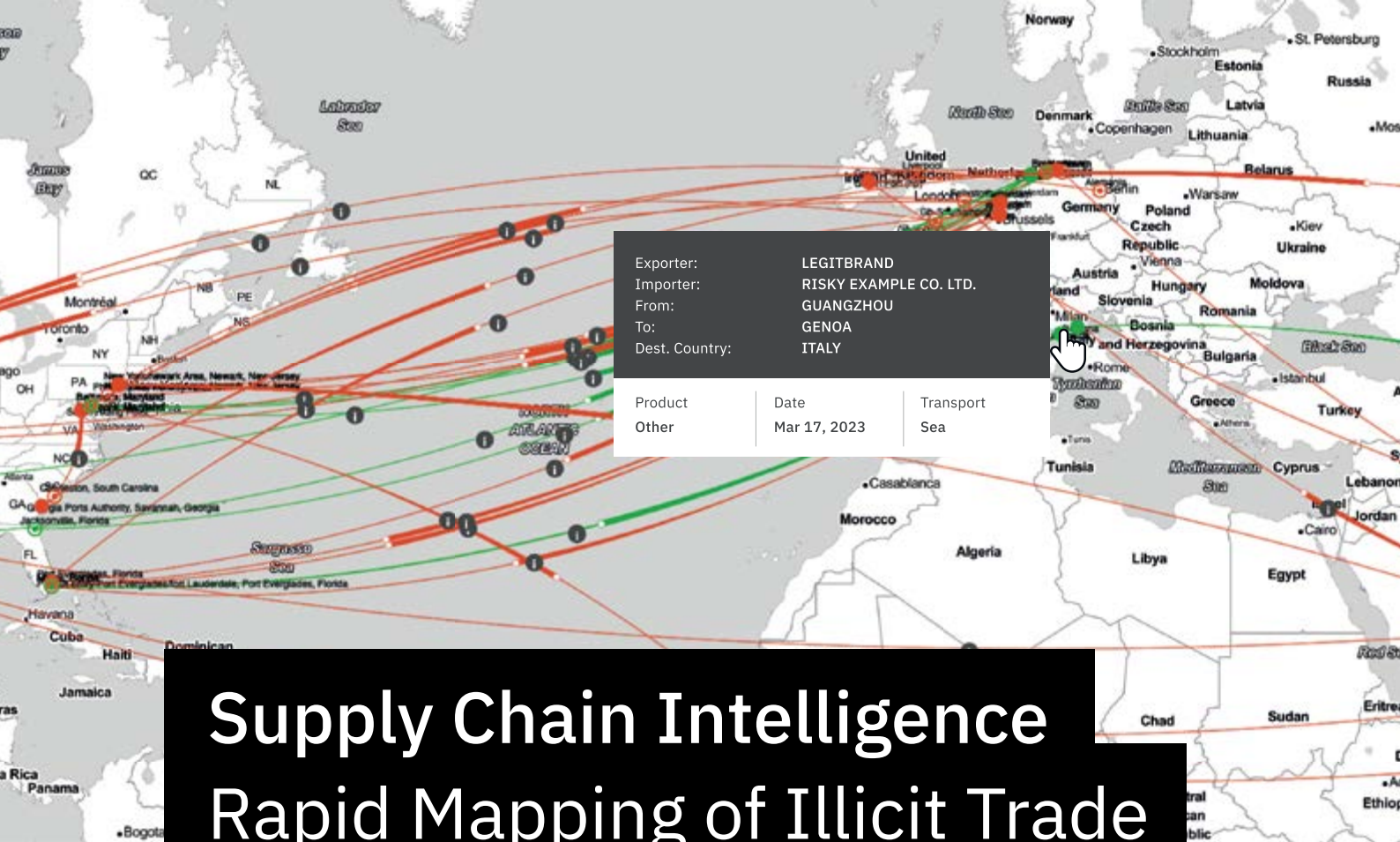
**360-Degree Brand  
Protection**



**Customized tailored  
solutions**



**SGS**



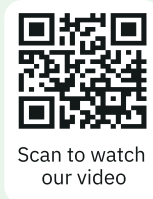
# Supply Chain Intelligence Rapid Mapping of Illicit Trade

## A radically new approach to Brand Protection

- ✓ Identify the real sources of illicit products
- ✓ Increase customs detentions
- ✓ Disrupt illicit supply chains

**Apirasol**  
www.apirasol.com

Apirasol GmbH  
Lehderstr. 16  
13086 Berlin  
Germany



# Celebrating Journey of 4 Billion Plus Non Clonable Impressions



A series of conferences & exhibitions

# ELIMINATING Illicit Trade & Counterfeits

YEAR 2024

From trafficking, counterfeiting and tax evasion, to illegal possession of goods, services, smuggled humans and wildlife, we recognised that illicit trade and counterfeit goods affects economies and societies as a whole - governments are losing billions in tax revenues; legitimate businesses are undermined; and consumers are exposed to poorly-made and unregulated products. The trade of contraband products is becoming a common practice worldwide due to its profitability for criminals; consumers' lack of awareness on threats associated with fraudulent purchases; lack of rigorous enforcement by the authorities; and barely to no legal actions were undertaken by brand owners to curb the problem.

At AsiaS Security Group (ASG), our events aim to raise awareness of the detrimental consequences of illicit trade, by equipping attendees with the necessary tools and knowledge to address the challenges effectively. For our Conference & Exhibition series to be relevant & engaging, we work closely with our partners and sponsors to ensure all events offer actionable insights that can be applied in the real world.

-  **EMEA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in **London, United Kingdom**  
23<sup>rd</sup> & 24<sup>th</sup> April 2024
-  **ASIA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in **India**  
23<sup>rd</sup> & 24<sup>th</sup> July 2024
-  **ASIA Security Conference & Exhibition**  
Eliminating Illicit Trade & Counterfeits in **Singapore**  
23<sup>rd</sup> & 24<sup>th</sup> October 2024

Organised By:



For Partnership Opportunities

**HAZEM IBRAHIM**  
Founder & CEO

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

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# OUR PARTNERS

## LEAD PARTNERS



In 2005 a group of those alarmed at the continuous illicit replication of genuine goods and interested in the enforcement of intellectual property rights joined hands to form "The Brand Owners' Protection Group".

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.



The International Association for the Protection of Intellectual Property, known as AIPPI (*Association Internationale pour la Protection de la Propriété Intellectuelle*), is the world's leading international organization dedicated to the development and improvement of laws for the protection of intellectual property.

It is a politically neutral, non-profit organization, based in Switzerland with about 9000 members worldwide from more than 125 countries. Here at AIPPI - UAE National Group, we are driven by a single goal; to do our part in making the world a better place for all. Our decision making process is informed by comprehensive empirical studies and high quality data evaluation. We strive to build productive relationships and make a positive impact with all of our pursuits.

## PLATINUM PARTNER



Laava is the developer of the Laava Smart Fingerprint® – the world's first secure, smartphone scannable and globally scalable alternative to QR codes. Laava provides class-leading digital authentication and consumer engagement solutions for products, documents and digital assets across the world. Laava's distinctive and revolutionary Smart Fingerprint technology helps protect brands and consumers against the risk of counterfeits, fraudulent activity and diversion - while simultaneously building consumer engagement, brand value and revenue through immersive digital experiences.

## GOLD PARTNERS



In our experience, a sustainable brand protection programme must convince in the three dimensions of security, effectiveness and scalability. Only by fulfilling these three dimensions the customer receives true value: Counterfeits are driven out of the market and trust in the brand is strengthened.

As a market-leading provider of brand protection solutions, we continuously evaluate our solutions along these three dimensions and try to strengthen them through technological innovation. This is how we push the boundaries of what is possible in the field of brand and counterfeit protection every day.

SECURE. EFFECTIVE. SCALABLE.



SGS is the world's leading testing, inspection and certification company. We are recognized as the global benchmark for sustainability, quality and integrity. Our 98,000 employees operate a network of 2,650 offices and laboratories, working together to enable a better, safer and more interconnected world. Wherever you are, whatever your industry, our experts worldwide provide specialized solutions to make your business faster, simpler, and more efficient.

SGS provides 360° of protection for your brand; reduce counterfeits, increase profits and protect your investment with solutions for e-commerce, tracking and traceability.

## SILVER PARTNERS



ApiraSol helps brand owners and enforcement authorities to map and disrupt illicit trade.

ApiraSol Supply Chain Suite combines shipments and open-source intelligence, uncovering illicit supply chains, from producers to importers, distributors and retailers.



LINKSMART is celebrating its journey of **4 billion plus** Non Clonable impressions wherein every impression piece-by-piece is covered under our performance liability. Linksmart addresses multiple unsolved supply chain problems on intersection of Non Clonability, Sustainability & Traceability. Portfolio of Non Clonable Technologies in labelling/printing/packaging space empowers supply-chain with new level of credible traceability. Currently industry struggles with stop-gaps all around. Multiple attempts have been made in different part of world to achieve deployable Non Clonable printing technologies but those have not been very successful. Now the story is changing. Our Non Clonable print presents unique fastest scanning technology supported (even in app-less scanning mode) universally on ordinary smartphone. Performance liability is something that needs special mention - It ensures hard engineering guarantee in form of performance liability against duplication for every single impression. Paradigm of "Print Anywhere with standard printing press" without any additional setup is enabling new opportunity in underserved market. Converters can offer value-add offerings and customers are empowered to save significant hidden legal cost on ground investigation. Even in-house prints by end-of-line printers can be transformed to Non Clonable without new CAPEX.

## SUPPORTING PARTNERS



The Asia Pacific International Spirits and Wines Alliance (APISWA) proudly represents 11 global spirits and wine producers operating across the Asia-Pacific region. Our member companies include: Bacardi, Beam Suntory, Brown Forman, Campari, Diageo, Edrington, Moët Hennessy, Pernod Ricard, Proximo, Rémy Cointreau and William Grant & Sons.

APISWA aims to foster an environment where legal spirits and wine can be enjoyed responsibly, and which supports a vibrant, sustainable, and responsible hospitality and tourism industry.



SALBA (South African Liquor Brand owners Association) is a non-profit organisation, established in September 2005, and our sole objective is to represent our members, who are, manufacturers and distributors of liquor products in the liquor industry of South Africa, on issues of common interest.

These issues include, but are not limited to, the promotion of the long-term sustainability of the businesses of the Members, through responsible brand building in a competitive environment. In striving towards this mission, SALBA shall continually build itself on the following core values:

- Its social responsibility in respect of the consumption of the products of its Members
- Its social responsibility in respect of the community at large
- Its commitment towards the transformation of the liquor industry
- Its commitment to combat illicit trading in the products of its Members

## EXHIBITOR PARTNER

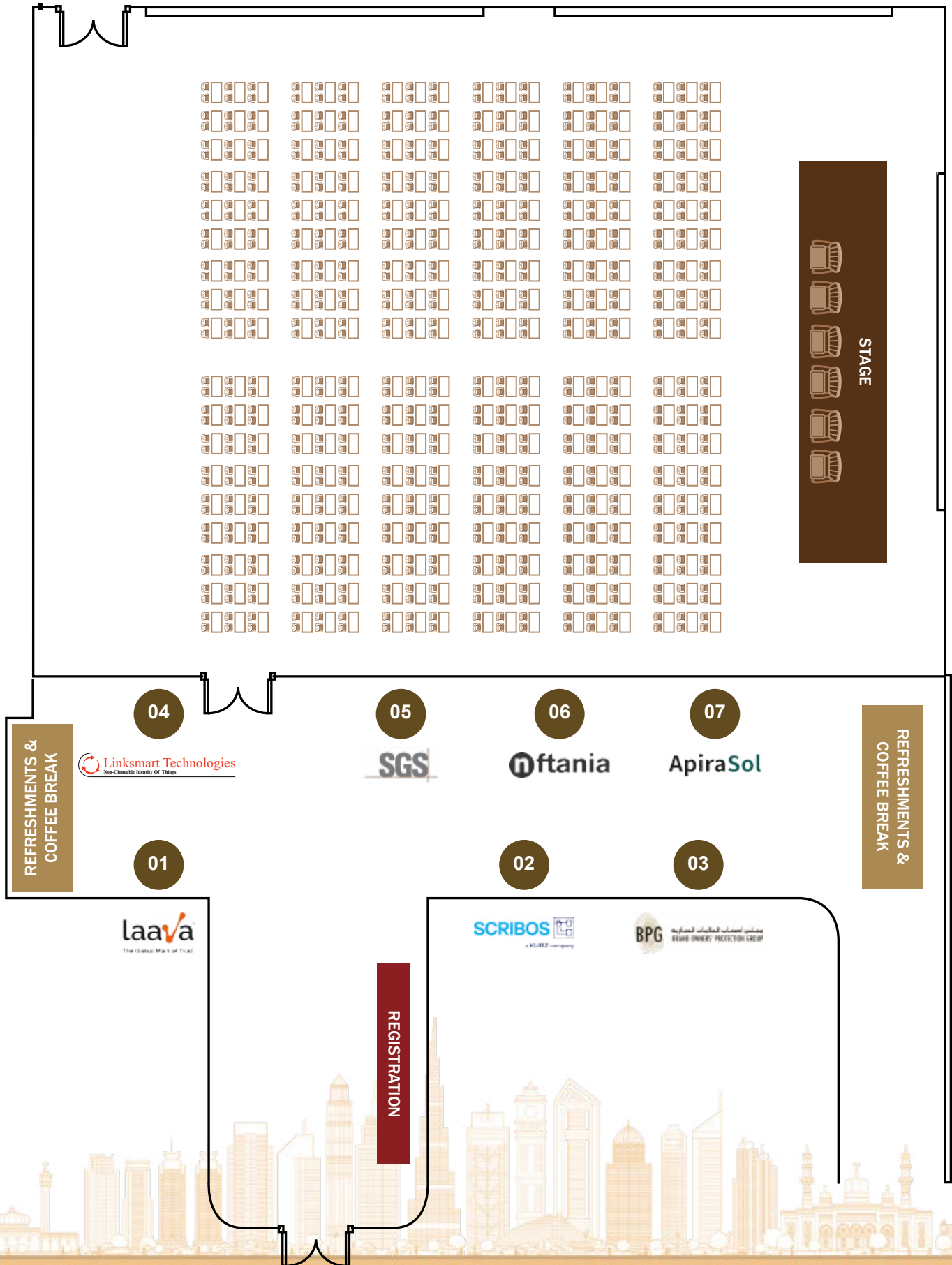


At Nftania, we believe in the power of innovation to shape a world where authenticity is not a luxury but a standard. We are dedicated to ensuring that individuals and businesses can trust the products they buy and sell, fostering confidence in markets globally. Our flagship technology,

Natural Fingerprint Technology (NFP), leverages state-of-the-art computer vision, AI, and neural networks to identify, authenticate, and track objects through their unique micro 3D topography. This patent-pending technology enables the seamless integration of physical properties with digital representation, all through a simple scan with a smartphone. Founded with a vision to combat counterfeiting and guarantee the genuineness of products, Nftania has quickly become synonymous with trust and reliability.



# DoubleTree by Hilton M Square - Ballroom Floor Plan



UPCOMING EVENT

# EMEA SECURITY

HIGH SECURITY PRINTING, ANTI-COUNTERFEITING  
& BRAND PROTECTION

CONFERENCE & EXHIBITION

# 2024

23<sup>rd</sup> - 24<sup>th</sup> April

London, United Kingdom

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

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

#EMEASec2024

ORGANISER





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

#### SPONSORSHIP & EXHIBITION

##### **HAZEM IBRAHIM**

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#### SPEAKING ENQUIRIES

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#### COLLABORATION & PARTNERSHIPS

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#### ASIAS SECURITY GROUP SDN. BHD.

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ORGANISER

