

The Authentication Forum: Leadership Summit on Anti-Counterfeiting and Brand Protection, Hotel Taj Mahal, Man Singh Road, New Delhi

DAY 1, 15th March 2018

09:30 AM – 10:00 AM	Registration & Welcome
Session I: Inauguration session and keynote Address	
10:00 AM – 10:15 AM	Lamp Lighting Ceremony by Chief Guest, Shri. Suresh Prabhu, Honb'le Union Minister, Ministry of Commerce & Industry, Government of India.
10:15 AM – 11:15 AM	<p>Panel Discussion: Role of Government & Industry to fight against Fake Products & Consumer Protection Moderated by Mr. Rajiv Dubey, Editor, BusinessToday.In & Managing Editor, Business, TV Today Network</p> <p>Panelists</p> <ul style="list-style-type: none"> • Dr. R.C. Agrawal, Registrar General, Protection of Plant Varieties and Farmers Right Authority, Ministry of Agriculture & Farmers Welfare • Mr. S P Sahu, Commissioner, Central Board of Excise & Customs • Dr. S. K. Singh, Scientific Advisor to Hon'ble Minister, Ministry of Agriculture & Famer Welfare • Mr. Anil Rajput, Senior Chair – Federation of Indian Chambers of Commerce & Industry – Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (FICCI CASCADE) & Vice President - Corporate Affairs, ITC Ltd. • Mr. U K Gupta, President, ASPA <p>Q&A, Concluding remark by session chairman / moderator</p>
11:15 AM – 11:45 AM	Networking Tea Break
Session II: The 5W'S of Counterfeiting	
Session Chairman/ Moderator : Mr. Nakul Pasricha, CEO, PharmaSecure	
11:45 AM – 12:05 PM	Counterfeiting: What, Who, When, Where, Why? Presentation by Mr. Ashish Chaturvedi, Senior Manager, Fraud Investigations & Dispute Services, Ernst & Young
12:05 PM – 12:25 PM	30 years in the trenches: My crusade against counterfeiting Live experience by Mr. Suresh Sati, Anti-Counterfeing Investigator Experts
12:25 PM – 01:15 PM	<p>Panel Discussion: Beyond the Numbers: Trends and Learnings</p> <p>Panelists</p> <ul style="list-style-type: none"> - Mr. Prashant Behl, Associate Partner, Fraud Investigation & Dispute Services, EY India - Mr. Suresh Sati, Anti-Counterfeing Investigator Experts - Dr. Sandeep S Panwar, Regulatory Specialist and representative Pesticides Manufacturers Association of India (PMFAI) - Mr. Ranesh Bajaj, Director, VINSAK <p>Q&A, Concluding remark by session chairman / moderator</p>
01:15 PM – 02:00 PM	Networking Lunch Break

Session III: Consumer Connect: Engaging Consumers in the Fight against Counterfeiting	
Session Chairman / Moderator by Mr. Essenese Obhan, Managing Partner, Obhan and Associates	
02:00 PM – 02:20 PM	Designing and effective Anti-Counterfeiting awareness campaign Case study: Be Genuine, Buy Genuine by Mr. Sourabh Rohilla, Deputy Director, Society of Indian Automobile Manufacturers (SIAM)
02:20 PM – 02:40 PM	Case Study BASCAP campaign "I Buy Real" by Ms Deepika Raikwar, Supply Chain Legal Counsel, Hindustan Unilever & Representing BASCAP
02:40 PM – 03: 20 PM	Panel Discussion: Consumer Rights and Responsibilities Panelists <ul style="list-style-type: none"> - Dr Jayashree Gupta, President, Consumers India & Chairperson, Human Rights Group (SUN), - Mr. Sourabh Rohilla, Deputy Director, Society of Indian Automobile Manufacturers (SIAM) - Mr. Puneet Anand, Sr. GM (Marketing) & Group Head, Hyundai Motor India Ltd - Ms. Deepika Raikwar, Supply Chain Counsel, Hindustan Unilever - Ms. Geeta Luthra, Senior Advocate, Supreme Court of India Q&A, Concluding remark by session chairman / moderator
03:20 PM – 04:00 PM	Networking Tea Break
Session IV: Overview on Authentication Solutions and Technologies	
Session Chairman / Moderator: Mr. Gaurav Sathaye, Director, United Speciality Ink	
04:00 – 04:20 PM	Evolution of Digital Anti-Counterfeiting Solutions Presentation by Mr. Dewakar Mahendru, Associate Vice President- Solutions Business, Holostik India Ltd.
04:20 – 04:40 PM	Secure Your Brand - Security Features Using Paper and Hologram Presentation by Manipal Technologies
04:40 – 05:00 PM	Anti-Counterfeiting with 3D micro optical labels Presentation by Axel Lundvall, CEO, Rolling Optics, Sweden
05:00 – 05:10 PM	Q&A, Concluding remark by session chairman / moderator & Thank You Note
07:00 PM onwarrrds	Cocktails followed by Gala Dinner & Entertainment Program

Day 2: 16th March 2018

Session V: Brand Owners taking the lead: Case Studies from Brand owners perspectives	
Session Chairman/Moderator : Chanchal Pal Chauhan, Journalist & Influencer	
10:00 AM – 10:20 AM	Case study from Crop Protection Dr. Bakul Joshi, Brand Protection Expert, FMC Corporation
10:20 AM -10:40 AM	Case study from Automotive Brand Owners Mr. Naveen Chauhan, Head Sales & Marketing (parts Business), Hero Motor Corp.
10:40 AM – 11:00 AM	Case study from Pharmaceutical Mr. Sourav Mitra, Associate Vice-President Packaging Strategy – OSD, MYLAN Laboratories
	Q&A, Concluding remark by session chairman / moderator
11:00 AM – 11:30 AM	Networking Tea Break
Session VI: What's Next? The Future of Anti-Counterfeiting Technologies	
Session Chairman / Moderator : Mr. Manoj Kochar, Chairman, IHMA	
11:30 AM – 11:50 AM	Disruptive technologies: Blockchain / Blockchain for Packaging Mr. Ranesh Bajaj, Anti-Counterfeiting Consultant and Managing Director, VINSAK
11:50 AM – 12:05 PM	Disruptive technologies: NFC-based technologies Mr. Suresh Lingamaneni, CEO, Identis Tech Solutions
12:05 PM – 12:25 PM	Optical Smart™: Secure Authentication and Traceability based on Optical Chips Digital Technologies Hugues Souparis, President & Founder, SURYS
12:25 PM – 12:45 PM	Technology for offline authentication Prof. Deepak, National Centre for Flexible Electronics, IIT Kanpur
	Q&A, Concluding remark by session chairman / moderator
12:45 PM – 01:45 PM	Networking Lunch
Session VII Branding - Value, Protection, Enforcement	
Session Chairman / Moderator: Mr. Ankit Gupta, Director, Holostik India Ltd	
01:45 PM – 02:05 PM	Why is a Brand important? Sangeeta Talwar, MD, Flyvision Consulting & Brand Strategy Consultant
02:05 PM – 02:25 PM	Intellectual Property Rights and their importance Pravin Anand, Managing Partner, Anand and Anand
02:25 PM – 02:45 PM	Effective intelligence gathering techniques to nab counterfeiters, Mr. Sidhartha Gautam, Director, Forensic Services, KPMG
	Q&A, Concluding remark by session chairman / moderator
02:45 PM – 03:15 PM	Networking Tea Break
Session VIII : The BIG DEBATE: An Interactive Townhall Session	
Session Chairman / Moderator: Mr. Sidhartha K, National Economic Editor, The Times of India	
03:15 PM – 04:00 PM	Panel Discussion: According to estimates, the global economic value of counterfeiting and piracy could reach \$2.3 trillion by 2022. With the unabated growth of counterfeiting, the question must be asked: Why? Is it LACK OF INTENT, LACK OF ACTION OR LACK OF AWARENESS? Panelists - Mr. Chandra Mohan Gupta, Director Corporate Affairs at Coca-Cola India Pvt. Ltd & Representative, Indian Beverage Association - Mr. S Swaminathan, Head – Industry Engagement, GS1 India - Mr. Bejon Mishra, Founder at Partnership for Safe Medicines (PSM) India - Mr Pankaj Mohindroo, Founder and National President, Indian Cellular Association (ICA) - Mr. U K Gupta, President, ASPA & CMD, Holostik India Ltd
Closing remarks by Guest / Vote of Thanks by President, ASPA	