



INDIAN CHAMBER OF COMMERCE

THEME FOR 2018-19  
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# Conference on Anti-Counterfeiting, Anti-Piracy & Brand Protection

21<sup>st</sup> January 2019 | Hotel Shangri-La | New Delhi

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INDIAN CHAMBER OF COMMERCE



**Conference on  
Anti-Counterfeiting,  
Anti-Piracy & Brand Protection**  
**21<sup>st</sup> January 2019; Hotel Shangri-La; New Delhi**

## BACKGROUND

The impact and consequences of counterfeiting are far-reaching. Not only does it infringe on intellectual property rights, the counterfeit goods also pose direct threat to consumer health and safety. The menace of counterfeiting affects corporations, governments, consumers and entire nations that is why a countrywide cooperation as well as public and private sector collaboration to detect and decisively combat counterfeiting activity has become the need of the hour. A truly integrated approach, involving key stakeholders such as global, national and local law enforcement bodies, NGOs, technology solution providers and corporations, can pave the way for the development and implementation of strategies to stop counterfeiting in its tracks. Keeping in mind the above issues and to address the challenges posed by counterfeiting & piracy, the Indian Chamber of Commerce (ICC) is organizing a **Conference on Anti-Counterfeiting, Anti-Piracy & Brand Protection** on **21<sup>st</sup> January 2019 at Hotel Shangri-La, New Delhi.**

## OBJECTIVE

The objective of the conference is to bring together Government, industry and other stakeholders on common platform to discuss policy level issues and share the best practices and innovative ideas to curb the menace of counterfeiting, piracy and brand theft resulting in strengthening of IPR protection ecosystem in the country.

## FOCUS AREAS

The conference will focus on the varieties of issues related to counterfeiting, piracy and brand protection like: economic and social issues arising out of counterfeiting; discuss key challenges involved in combating counterfeiting (policy and enforcement related), discuss sector specific issues and share case studies; identify the role of technology in anti-counterfeiting and chalk out strategies for industry.

## BENEFITS

The conference will provide excellent opportunity to participants to discuss, share experiences, case studies, network with industry leaders and learn about the current and innovative practices in the industry to curb the menace of counterfeiting & piracy and protecting the brand.

## SPEAKERS INVITED

- **Preeti Sudan\***, Secretary, Department of Health & Family Welfare, Government of India
- **Pranab Kumar Das**, Member (Customs), Central Board of Excise & Customs (CBEC)
- **Gopal Choudhary**, Chief of Security & Brand Protection, TATA Steel Ltd.
- **Amit Bhasin**, General Manager - Legal & Corp Secretarial, Hindustan Unilever Ltd.
- **Sanjay Kaushik**, Managing Director, Netrika Consulting India Pvt. Ltd.
- **Vikas Ranjan**, Brand Protection Manager-India & Region, Adidas India
- **Puneet Garkhel**, Partner-Forensic Services, Pricewaterhouse Coopers India
- **Nabankur Acharya\***, Asstt. Vice President, Legal & Anti-Piracy, Star India Pvt. Ltd.
- **Ashok Parmar**, Joint Secretary (Films), Ministry of Information & Broadcasting, Government of India
- **Aditi Chopra\***, Director & Legal Counsel, Microsoft India
- **Gowree Gokhale**, Senior Partner, Nishith Desai Associates
- **Sudhi Ranjan Mishra\***, Addl. Secy, Dept. of Legal Affairs, Ministry of Law & Justice, Government of India
- **Shreedhar Parundekar**, Sr. Mgr, Brand Protection, Pidilite Industries Ltd.
- **Sulabh Khandelwal**, Sr. Mgr, Anti-Counterfeiting/Brand Protection, Ford Motor Company
- **Milind Palany**, Sr. Mgr, Global Brand Protection-India & SA, Johnson & Johnson
- **Sahith Sethuraman**, Sr. Brand Mgr Bacardi TM - India & South East Asia, Bacardi India
- **Soumyanath Mishra**, Head-Packaging Development, Mankind Pharma Limited
- **Pramod Singh**, Founding Partner, The Legist
- **Saif Khan\***, Partner, Anand & Anand

## TARGET INDUSTRY

- Automotive
- Apparel/Clothing/Footwear
- Consumer Healthcare
- Entertainment
- FMCG
- Information Technology
- Luxury Goods/Brands
- Medical Devices
- Pharmaceutical
- Petrochemicals/Lubricants
- Tobacco/Alcohol
- Top Legal/Law Firms

## WHO SHOULD ATTEND

- Senior Corporate Executives
- Brand Managers
- Intellectual Property Professionals
- Enforcement Agencies
- Investigation Agencies
- Legal Counsels
- Cyber security firms
- Legal & Law firms

## WHO YOU WILL MEET

- Anti-Counterfeiting Solution providers
- Brand Managers
- Brand Protection Heads
- Corporate Executives
- Corporate Security Agencies
- Cyber Security Firms
- Enforcement Agencies
- Investigation Agencies
- IP Professionals
- Legal Affairs
- Law Firms / Legal Counsels

## BE A SPONSOR

- Gain access to the most active stakeholders in Industry and the Government
- Position your value and brand ahead of counterfeiters in the marketplace
- Network with our high-level industry leaders, speakers faculty and other VIP guests
- Discuss your value proposition through a thought leadership presentation
- Build your own sponsorship package to maximize your company's exposure

## SPONSORSHIP MATRIX

		Benefits of Sponsorship							
Categories	Amount (In Rs.)	Speaker slot in the Inaugural Session	Corp. Video/Presentation during breaks	Display counter for promotion and branding	Corp Literature on the Head table	Speaker slot in Business Session/ Panel discussion	2 Corporate standee at the Registration area	Logo on the wings of the Conference Backdrop	Complementary Delegate Passes
Platinum Sponsor	₹ 8 Lacs	✓	✓	✓	✓	✓	✓	✓	8
Diamond Sponsor	₹ 5 Lacs	✓		✓	✓	✓		✓	5
Lunch Sponsor	₹ 3 Lacs			✓	✓	✓	✓	✓	4
Associate Sponsor	₹ 2 Lacs				✓	✓	✓	✓	3
Corporate Contributor	₹ 1 Lac				✓		✓	✓	2

## PARTICIPATION FEE

Category	Registration Fee
ICC Members	Rs. 2,500/- per Delegate + taxes
Non-ICC Members	Rs. 3,000/- per Delegate + taxes
Law/Legal Firms/Institutes	Rs. 2,800/- per Delegate + taxes
Overseas/Foreign Participant	US\$ 100 per Delegate + taxes

## IMPORTANT NOTES

- The Program is Non-Residential
- Prior registration and payment is mandatory
- Participation fee is non-refundable, though change in nomination is acceptable
- 20% discount on 5 or more delegates from the same organization

**For Sponsorship, Nominations and Registrations, please contact**

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### PARTICIPATING COMPANIES



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