

## Containing Counterfeiting, Smuggling and Piracy: A Winning Strategy

26-27, September 2019, The Hyatt Regency, New Delhi

### Tentative Programme Outline

<b>SEPTEMBER 2019</b>	<b>DAY 1</b>
09:30 am - 10:30 am	<b>REGISTRATION</b>
10:30 am - 11:30 am	<p><b><i>INAUGURAL SESSION</i></b></p> <p>Welcome Address by Mr. Sandeep Somany, President, FICCI</p> <p>Theme Address by Mr. Anil Rajput, Chairman, FICCI CASCADE</p> <p>Special Address by Mr. P. K Das, Chairman, Central Board of Indirect Taxes and Customs*</p> <p>Special Address by Mr. Ramesh Abhishek, Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, GoI *</p> <p>Inaugural Address by Mr. Piyush Goyal, Hon'ble Minister for Commerce and Industry, Government of India*</p> <p>Anti-Counterfeiting and Anti-Smuggling Awards &amp; Felicitation Ceremony  <b>Enforcement Officers</b>  <b>School Children</b></p> <p>Concluding Remarks by Mr. Dilip Chenoy, Secretary General, FICCI</p>
11:30 am - 11:45 am	<b>Tea Coffee Break</b>
11:45 am – 12:05 pm	<b>IN CONVERSATION WITH</b> <b>Director General, Directorate of Revenue Intelligence, Government of India</b>
12:05 pm - 01:30 pm	<p><b><i>SESSION 1</i></b></p> <p><b><i>LOOKING BEYOND BORDERS- Balanced, Holistic and Futuristic Strategies</i></b></p> <ul style="list-style-type: none"> <li>• Outlining the state of the global problem of illicit trade, its visible outcomes and measurable impacts</li> <li>• Harnessing the potential of multilateralism through intergovernmental actions</li> <li>• Effective monitoring and inspection of FTZs to ensure legitimate trade flows in order to avoid FTZs from becoming 'hotspots' for illicit trade and organized crime</li> </ul>

	<ul style="list-style-type: none"> <li>Designing effective global strategies and improving regulatory framework</li> </ul> <p><b>Session Chair</b>  <b>Mr. Najib Shah</b>, Former Chairman, Central Board of Indirect Taxes and Customs</p> <p>Speakers:  Mr. Huw Watkins, Head of Asia Policy, Intellectual Property Office, UK  Representative - WIPO  Representative - OECD  Representative - UNODC</p> <p>Closing Remarks: <b>Ms. Kameswari Subramanian</b>, International Expert, Customs laws, Procedure and Trade Facilitation</p>
1:30 pm - 2:30 pm	<b>Lunch</b>
2:30 pm – 3:15 pm	<p><b>SESSION 2</b>  <b>LESSONS TO LEARN:</b>  <b>Speak your mind to make a difference: Case Studies from FMCG Sector</b></p> <p><b>Indicative speakers</b></p> <ul style="list-style-type: none"> <li>ITC Limited</li> <li>Johnson &amp; Johnson</li> </ul>
3:15 pm – 4:45 pm	<p><b>SESSION 3</b>  <b>ADDRESSING THE CHALLENGES AT HOME- Balancing Brand Security Strategies and Actionable on Ground Operations</b></p> <ul style="list-style-type: none"> <li>Robust assessment and greater vigilance to control counterfeiting and smuggling</li> <li>Sharing data and awareness initiatives to garner public support and spur governmental actions</li> <li>Approaches to facilitate coordination, enhance mutual learning and police illegal activity</li> <li>Reshaping the future of brand protection through technological solutions</li> </ul> <p><b>Mr. Hem Kumar Pande</b>, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India</p> <p><b>Indicative speakers</b></p> <ul style="list-style-type: none"> <li>Sweetyet Development Ltd.</li> <li>Hindustan Unilever Limited</li> <li>Hewlett-Packard</li> <li>Beiersdorf</li> </ul>
<b>September 2019</b>	<b>Day 2</b>
09:30 am – 10:30 am	<b>Registration</b>

10:30 am – 11:15 am	<p><b>OPENING SESSION -</b></p> <p><b>IN CONVERSATION WITH Mr. Rajiv Aggarwal</b>, IAS, Joint Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Govt. of India</p>
11:15 am - 11: 45 am	<p><b>SESSION 4</b></p> <p><b>LESSONS TO LEARN:</b>  <b>Speak your mind to make a difference: Case Studies from Apparel Sector</b></p> <p><b>Indicative speakers</b></p> <ul style="list-style-type: none"> <li>• Aditya Birla</li> <li>• Puma</li> </ul>
11:45 am – 01:00 pm	<p><b>SESSION 5- Panel Discussion</b></p> <p><b>ATTACKING THE ROOTS OF ORGANISED CRIME: Strategic, Operational and Technical Aspects of Illicit and Counterfeit Trade</b></p> <ul style="list-style-type: none"> <li>• Discussing the emerging crime trends and sharing successful practical solutions</li> <li>• Examining the loopholes exploited by terror organizations to build their financial architecture for funding organised crime</li> <li>• Exploring new dimensions to strengthen security, governance and rule of law</li> <li>• Developing expertise through specialized training system for effective detection, investigation and prosecution of criminal cases</li> </ul> <p>Panelists</p> <ul style="list-style-type: none"> <li>• Mr. Sanjeev Tripathi, Former Chief of RAW</li> <li>• INTERPOL</li> <li>• PIPCU</li> <li>• Department of Homeland Security-Homeland Security Investigations</li> <li>• Customs/DRI</li> </ul>
01:00 pm - 02:00 pm	<p><b>Lunch</b></p>
02:00 pm – 03:00 pm	<p><b>SESSION 6- Panel Discussion</b></p> <p><b>CHOKING THE FLOW- Tips and Techniques to Stop Counterfeits from Entering the Virtual Marketplace</b></p> <ul style="list-style-type: none"> <li>• Measuring reputational damage and financial impact of online counterfeiting</li> <li>• Insights on effective and verified procedures for monitoring online trade and distribution of goods</li> <li>• Exploring latest technology and strategies to secure and protect product available online</li> <li>• Establishing relationships and new areas of cooperation in the fight against online counterfeiting</li> </ul> <p><b>Session Chair</b>  <b>Mr. Narendra Sabharwal</b>, Chairman, FICCI-IP Committee &amp; Former Deputy Director General, WIPO</p>

	<p><b>Indicative speakers</b></p> <ul style="list-style-type: none"> <li>• Strategic IP Information Pte. Ltd</li> <li>• MPAA</li> <li>• Amazon</li> <li>• Flipkart</li> </ul>
03:00 pm – 03:30 pm	<p><b>SESSION 7</b>  <b>LESSONS TO LEARN:</b>  <b>Speak your mind to make a difference: Case Studies from Auto Sector</b></p> <p><b>Indicative speakers</b></p> <ul style="list-style-type: none"> <li>• Honda</li> <li>• Hella/ Society of Indian Automobile Manufacturers (SIAM)</li> </ul>
03:30 pm – 03:50 pm	<p><b>Valedictory Session</b></p> <p>Opening Remarks by <b>Hon’ble Mr. Justice Manmohan Sarin</b>, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu and Kashmir &amp; Judge, High Court of Delhi</p> <p>Key note address by <b>Eminent Judge</b></p> <p>Concluding Remarks by <b>Mr. P. K. Malhotra</b>, Former Secretary, Ministry of Law and Justice, Government of India</p>