

## EXHIBIT YOUR SOLUTIONS

*Authentication Solutions is an  
Element of the Global Brand  
Security*

### Why Exhibit?

- ✦ An opportunity to showcase anticounterfeiting technology and authentication solutions
- ✦ Sharing information and demonstrating the latest technologies, products and services
- ✦ Meet and interact with the decision makers of the industry
- ✦ Use the Exhibition platform as a Launch pad
- ✦ Live demonstration & comparison of products and technology to the trade & consumers
- ✦ Look into your customer and customer's customer

Authentication Partner



NOVEMBER  
01-02  
2018

Shangri- La's - Eros Hotel  
New Delhi, India



**For further  
information on  
registration, partnership  
and exhibiting opportunity  
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5<sup>TH</sup> edition



**MASGRADE 2018**

MOVEMENT AGAINST SMUGGLING & COUNTERFEIT TRADE

Ensuring Brand Security for Sustained Businesses and Employment Generation

November 1-2, 2018 | Shangri- La's - Eros Hotel New Delhi, India

**MASCRADE 2018** provides a unique blend of vision, inspiration and practical skills needed to design tangible solutions in countering illicit trade

## What are we discussing this year?

- Unleashing the power of a global multilateral response to curb illicit trade
- Connecting the dots: Holistic and sustainable approaches to brand integrity
- Global Fight Against Organized Crime in Illicit & Counterfeit Trade - Role of Judiciary and Law Enforcement Agencies"
- Leveraging Intellectual Property Rights for Economic Growth and Business Competitiveness
- Senior leadership discussion: Where we are and what needs to be done

## Who will be attending?

- Policy Makers
- Brand Protection Heads
- Legal Experts
- Investigators
- Compliance and Enforcement Officers
- Industry Members
- Technology Providers
- Voluntary Consumer Activist
- Media

## Here's a sneak peek at our International participation during previous editions

- Dept. of Border Protection, Govt. of Australia
- Global Anti-Counterfeiting Group
- ICC BASCAP
- INTERPOL
- JETRO
- OECD
- US Dept. of Homeland Security
- UKIPO
- UNODC
- USPTO
- WCO
- WIPO

## Brands represented in our earlier editions



- Asian Paints
- Bajaj Electricals Ltd.
- Bayer Pharmaceuticals Pvt Ltd.
- Beiersdorf
- Dabur India Ltd.
- Ford India Pvt. Ltd.
- Gitanjali Group
- Godrej Consumer Products Ltd.
- Hewlett Packard India Sales Pvt. Ltd.
- Hindustan Unilever Ltd.
- Hyundai MOBIS
- ITC Ltd.
- LG Electronics India Pvt. Ltd.
- Louis Vuitton
- Maruti Suzuki India Ltd.
- Mercedes-Benz India Pvt. Ltd.
- Microsoft Corporation India Pvt. Ltd.
- Nestle India Ltd.
- Pernod Ricard India
- Philips India Ltd.
- Philip Morris International
- Pfizer Ltd.
- Proctor & Gamble
- Puma
- Sanofi India Limited
- United Spirits Ltd.