



5TH *edition*



MASCRADA 2018

MOVEMENT AGAINST **SMUGGLED & 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



Industry Members



Brand Protection Heads



Technology Providers



Legal Experts



Voluntary Consumer Activists



Investigators



Media



Compliance and Enforcement Officers

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.

EXHIBIT YOUR SOLUTIONS

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

Why Exhibit?

-  An opportunity to showcase anti-counterfeiting 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



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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