



5<sup>TH</sup> edition



**MASCRAD E 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

Tentative Agenda

01 November	DAY 1
09:30 am - 10:30 am	REGISTRATION
10:30 am - 11:30 am	<b>INAUGURAL SESSION</b>  Welcome Address by Mr. Rashesh Shah, President, FICCI  Address by Mr. Anil Rajput, Chairman, FICCI CASCADE  Special Address by Mr. S. Ramesh, Chairman, Central Board of Indirect Taxes and Customs  Inaugural Address by Shri P.P. Chaudhary, Hon'ble Minister of State for Law and Justice and Corporate Affairs, Govt. of India*  Release of FICCI CASCADE Publication: Impact of Counterfeiting, Piracy and Smuggling on Economy and Employment  Anti-Counterfeiting and Anti-Smuggling Awards & Felicitations Ceremony <b>Enforcement officers</b> <b>School Children</b>  Concluding Remarks by Mr. Dilip Chenoy, Secretary General, FICCI
11:30 am - 11:45 am	Tea Coffee Break

<p>11:45 am - 01:30 pm</p>	<p><b>SESSION 1</b>  <b>Unleashing the power of a global multilateral response to curb illicit trade</b></p> <ul style="list-style-type: none"> <li>▪ Global and regional trends in the proliferation of global illicit trade - What have governments, industry and institutions been doing to address the problem?</li> <li>▪ Strengthening co-operation and expanding the scope of international frameworks, including existing international treaties to counter illicit trade</li> <li>▪ Employment implications vis a viz jobs lost, jobs which could have been created and hazardous working conditions</li> <li>▪ Need for improving information systems and strengthening analysis and data across economies and sectors</li> </ul> <p><b>Session Chair</b>  <b>Mr. Najib Shah</b>, <i>Former Chairman, CBIC</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Ms. Louise Van Greunen</b>, Director, World Intellectual Property Organization, (WIPO), Geneva</li> <li>• <b>Mr. Sergey Kapinos</b>, Regional Representative, South Asia, United Nations office of Drugs and Crime (UNODC)</li> <li>• <b>Mr. Piotr Stryzowski</b>, Senior Economist, Organization for Economic Cooperation and Development (OECD)</li> <li>• <b>Dr. John Joseph</b>, Member, Central Board of Indirect taxes and Customs Representative, United States Patent and Trademarks Office (USPTO)</li> </ul> <p>Closing Remarks: <b>Ms. Kameswari Subramanian</b>, <i>International Expert, Customs laws, Procedure and Trade Facilitation</i></p>
<p>1:30 pm - 2:30 pm</p>	<p><b>Lunch</b></p>
<p>2:30 pm - 3:45 pm</p>	<p><b>SESSION 2</b>  <b>Connecting the dots: Holistic and sustainable approaches to brand protection</b></p> <ul style="list-style-type: none"> <li>▪ Consumer engagement programmes as a part of Anti-Counterfeiting, Anti-Smuggling, Anti-Piracy &amp; Brand Protection Strategy</li> <li>▪ Examining the benefits of a community unified approach</li> <li>▪ What are the costs, health and safety risks to society from counterfeit and smuggled consumer goods? What can Governments, businesses and consumers do to stop these</li> <li>▪ Leveraging technology to fight counterfeiting smuggling and piracy. Product authentication as an element of the global brand protection strategy</li> </ul> <p><b>Session Chair</b>  <b>Mr. Hem Kumar Pande</b>, <i>Former Secretary, Department of Consumer Affairs, Gol</i></p>

Speakers:

- **Mr. Peter Van Dorp**, Regional Director, Sweetyet Development Ltd., Hong Kong
- **Mr. Bharat Dube**, CEO, Strategic IP Information, Singapore
- **Prof. Suresh Misra**, Chair Professor Consumer Affairs, Centre for Consumer Studies, IIPA
- **Ms. Dhvani Rao**, Senior Legal Counsel (IP, Digital & HR), LEGAL for South Asia Region, Nestle
- **Ms. Pushpa Girmaji**, Senior Journalist (Consumer Columnist) and Consumer Activists\*

3:45 pm - 4:00 pm

Tea / Coffee Break

4:00 pm - 5:15 pm

**SESSION 3**

**Leveraging Intellectual Property Rights for Economic Growth and Business Competitiveness**

- Respect for IP the key that promotes innovation, expands markets, generates revenue and increases consumer welfare
  - The Economic Context of IP – how an effective IP enforcement infrastructure facilitates innovation and boosts economic growth
  - Strategies of Leading Global Corporates: IP as a business and marketing tool
  - Significance of IPR for Start ups
- Combating Piracy and Counterfeiting in India, IPR Policy Provisions, Global Best Practices and the Way Forward
- The Transnational Nature of Cybercrime: Need for Public Private Partnership and Global Collaboration

**Key note address: Mr. Rajiv Aggarwal, IAS, Joint Secretary, DIPP, Ministry of Commerce and Industry, GoI**

**Session Chair**

**Mr. Narendra Sabharwal**, Chairman, FICCI IP Committee

Proposed Speakers:

- **Mr. Anyesh Roy**, DCP, Cyber Crime, Delhi Police
- **Ms. Siboney Sagar**, Legal Counsel, Star India
- **Mr. Dhruv Agarwal**, Co-founder and Head of Product, Shopsy
- Representative, K&S Partners, Intellectual Property Attorneys\*

Closing Remarks: **Mr. Ajay Shankar**, Former Secretary DIPP, GoI

<b>2 November</b>	<b>Day 2</b>
09:30 am – 10:00 am	<b>Registration</b>
10:00 am – 10:30 am	<p><b>OPENING SESSION</b> - <i>Need for a clear policy mandate having concrete elements to provide the impetus needed to contain illicit trade and other forms of economic offences</i></p> <p>Opening Address by <b>FICCI</b></p> <p>Special Address by <b>Mr. M M Oberoi, IPS</b>, Special Commissioner of Police Special. Cell, Delhi Police</p> <p>Keynote Address – <b>Mr. D. P. Dash, IRS</b>, Director General, Department of Revenue Intelligence</p>
10:30 am – 12:30 pm	<p><b>SESSION 4</b></p> <p><b>Panel Discussion:</b> <b>Fight Against Organized Crime in Illicit and Counterfeit Trade</b></p> <p><i>Perspectives from law Enforcement Agencies</i></p> <ul style="list-style-type: none"> <li>▪ Developing and implementing national strategies to counter illicit trade.</li> <li>▪ How We can Make Interagency Co-operation and Information Sharing a Reality</li> <li>▪ Reviewing the deterrents to counterfeiting, smuggling and piracy including the effectiveness of penalties and the implementation of these penalties through criminal justice systems</li> <li>▪ How to Develop Effective Training Programs to Bolster Anti-Counterfeiting/Smuggling / Piracy efforts</li> </ul> <p><b>Moderated by Times Now</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ <b>Mr. David M. Luna</b>, President and CEO, Luna Global Networks &amp; Convergence Strategies, LLC, Washington, DC</li> <li>▪ <b>Mr. Udaykiran Devineni</b>, ICE Representative, Department of Homeland Security-Homeland Security Investigations , US Embassy</li> <li>▪ <b>Mr. Felix AVELLAN</b>, Criminal Intelligence Officer, Illicit Goods &amp; Global Health Programme INTERPOL, Lyon</li> <li>▪ <b>Mr. Neeraj Kumar</b>, Former Police Commissioner, New Delhi</li> <li>▪ <b>Mr. Sanjeev Tripathi</b>, Former Chief of RAW</li> <li>▪ <b>Mr. Vikram Srivastava</b>, Former DG, CRPF</li> <li>▪ <b>Mr. Anil Sinha</b>, Former Director, Central Bureau of Investigation Representative –BPR&amp;D</li> </ul>

	<p><b>Role of Judiciary</b></p> <ul style="list-style-type: none"> <li>▪ Effective enforcement of law and the changes required in the legal regime, to meet challenges of future</li> </ul> <p><b>Session Chair</b>  <b>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>Guest speakers( 2)</p> <p>Summing up by <b>Mr. P. K. Malhotra</b>, Former Secretary, Department of Law and Justice, Government of India</p>
1:00 pm - 2:00 pm	<b>Lunch</b>
2:00 pm – 3:30 pm	<p><b>SESSION 5</b></p> <p><b>Senior leadership discussion: Where we are and what needs to be done</b></p> <ul style="list-style-type: none"> <li>• Planning and re-shaping anti-counterfeiting, anti-smuggling, anti- piracy and brand protection strategies to secure sustainability</li> <li>• Proactive vs Reactive measures</li> <li>• Consumer education and awareness programmes as a part of Anti-Counterfeiting, Anti-Smuggling, Anti-Piracy &amp; Brand Protection Strategy</li> <li>• Areas where policies and practices need to be strengthened / amended</li> </ul> <p><b>Session Chair: Mr. Ravi Mathur</b>, Chief Executive Officer, GS1 India, Under Ministry of Commerce, Govt. of India*</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Mr. Abraham Farraj</b>, Director, Creative Content Protection. NBC Universal, New York</li> <li>• <b>Mr. Sandeep Kaul</b>, Divisional Chief Executive, India Tobacco Division, ITC Ltd</li> <li>• <b>Mr. Sanjay Kaushik</b>, Managing Director, Netrika Consulting India Pvt. Ltd.</li> <li>• <b>Mr. Milind Palany</b>, Senior Manager, Global Brand Protection – India &amp; South Asia, Johnson &amp; Johnson Pvt. Ltd.</li> <li>• Representative, Hewlett Packard Enterprise*</li> </ul>
3:30 pm – 3:45 pm	<b>Conclusion &amp; Way Forward by Mr. Sumantra Mukherjee</b> , Director, Forensic Services, KPMG in India

\*Invited