



5<sup>TH</sup> 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**

Agenda

<b>01 November 2018</b>	<b>DAY 1</b>
09:30 am - 10:30 am	<b>REGISTRATION</b>
10:30 am - 11:30 am	<b><i>INAUGURAL SESSION</i></b>
10:30 am - 10:40 am	Welcome Address by <b>FICCI</b>
10:40 am - 10:55 am	Special Address by <b>Mr. S. Ramesh</b> , Chairman, Central Board of Indirect Taxes and Customs
10:55 am - 11:10 am	Inaugural Address by <b>Shri P.P. Chaudhary</b> , Hon'ble Minister of State for Law and Justice and Corporate Affairs, Govt. of India
11:10 am - 11:25am	Anti-Counterfeiting and Anti-Smuggling Awards Ceremony
11:25 am - 11:30am	Concluding Remarks by <b>Mr. Anil Rajput</b> , Chairman, FICCI CASCADE
11:30 am - 11:45 am	<b>Tea Coffee Break</b>

11:45 am - 01:30 pm	<b><i>SESSION 1</i></b> <b>Unleashing the power of a global multilateral response to curb illicit trade</b> <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></ul>
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	<ul style="list-style-type: none"> <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> <i>Mr. Najib Shah, Former Chairman, Central Board of Indirect taxes and Customs</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</li> </ul> <p>Closing Remarks:<i>Ms. Kameswari Subramanian, International Expert, Customs laws, Procedure and Trade Facilitation</i></p>
1:30 pm- 2:30 pm	<b>Lunch</b>
2:30 pm - 3:45 pm	<p><b>SESSION 2</b></p> <p><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> <i>Mr. Hem Kumar Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Mr. Peter Van Dorp</b>, Regional Director, Sweetet Development Ltd., Hong Kong</li> <li>• <b>Mr. Bharat Dube</b>, CEO, Strategic IP Information, Singapore</li> <li>• <b>Prof. Suresh Misra</b>, Chair Professor Consumer Affairs, Centre for Consumer Studies, IIPA</li> <li>• <b>Ms. Dhvani Rao</b>, Senior Legal Counsel (IP, Digital &amp; HR), LEGAL for South Asia Region, Nestle</li> <li>• <b>Ms. PushpaGirimaji</b>, Senior Journalist (Consumer Columnist) and Consumer Activists</li> </ul>

3:45 pm - 4:00 pm	Tea / Coffee Break
4:00 pm - 5:15 pm	<p><b>SESSION 3</b>  <b>Leveraging Intellectual Property Rights for Economic Growth and Business Competitiveness</b></p> <ul style="list-style-type: none"> <li>• Respect for IP, the key that promotes innovation, expands markets, generates revenue and increases consumer welfare <ul style="list-style-type: none"> <li>• The Economic Context of IP – how an effective IP enforcement infrastructure facilitates innovation and boosts economic growth</li> <li>• Strategies of leading global corporates: IP as a business and marketing tool</li> <li>• Significance of IPR for start ups</li> </ul> </li> <li>• Combating piracy and counterfeiting in India, IPR policy provisions, global best practices and the way forward</li> <li>• The transnational nature of cybercrime: need for public private partnership and global collaboration</li> </ul> <p><b>Key note address: Mr. Rajiv Aggarwal, IAS, Joint Secretary, DIPP, Ministry of Commerce and Industry, Govt of India</b></p> <p><b>Session Chair</b>  <b>Mr. Narendra Sabharwal, Chairman, FICCI-IP Committee &amp; Former Deputy Director General, WIPO</b></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. Anyesh Roy</b>, DCP, Cyber Crime, Delhi Police</li> <li>• <b>Ms. Siboney Sagar</b>, Legal Counsel, Star India</li> <li>• <b>Mr. Dhruv Agarwal</b>, Co-founder and Head of Product, Shopsy</li> </ul> <p>Closing Remarks: <b>Mr. Ajay Shankar</b>, Former Secretary DIPP, Gol</p>
<b>2 November 2018</b>	<b>Day 2</b>
09:00 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 Remarks by <b>Mr. P. C. Jha</b>, Advisor, FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs</p> <p>Special Address by <b>Mr. M M Oberoi</b>, IPS, Special Commissioner of Police, Special</p>

	<p>Cell, Delhi Police</p> <p>Keynote Address by <b>Mr. D. P. Dash, IRS</b>, Director General, Department of Revenue Intelligence</p>
<p>10:30 am – 12:00 noon</p>	<p><b>SESSION 4</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. Deep Chand</b>, Advisor FICCI CASCADE and Former Special Commissioner of Police, New Delhi</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. Vishal Dewan</b>, Country Senior Security manager, Global Security, India &amp; South Asia, Johnson &amp; Johnson Pvt. Ltd.</li> <li>• <b>Mr. Milind Palany</b>, Senior Manager, Global Brand Protection – India &amp; South Asia, Johnson &amp; Johnson Pvt. Ltd.</li> </ul>
<p>12:00 noon - 1:00 pm</p>	<p><b>Lunch</b></p>
<p>1:00 pm – 3:00 pm</p>	<p><b>SESSION 5</b></p> <p><b>Fight Against Organized Crime in Illicit and Counterfeit Trade</b></p> <p><b>Panel Discussion: Perspectives from law Enforcement Agencies</b></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>Panelists:</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> </ul>

	<ul style="list-style-type: none"> <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</li> </ul> <p><b><i>Role of Judiciary</i></b></p> <ul style="list-style-type: none"> <li>▪ Effective enforcement of law and the changes required in the legal regime, to meet the challenges of future</li> </ul> <p><b><i>Opening Remarks by Chair</i></b>  <b><i>Hon’ble Mr. Justice Manmohan Sarin</i></b>, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu and Kashmir &amp; Judge, High Court of Delhi</p> <p>Address by <b>Hon’ble Mr. Justice Manmohan Singh</b>, Judge, Delhi High Court (Retd.) and Chairman, Intellectual Property Appellate Board (IPAB)</p> <p>Address by <b>Mr. S.K. Sharma</b>, Legal Advisor, National Investigation Agency (NIA)</p> <p>Concluding Remarks by <b>Mr. P. K. Malhotra</b>, Former Secretary, Ministry of Law and Justice, Government of India</p>
3:00 pm – 3:20 pm	<p><b>Valedictory Address</b></p> <p><b>Hon’ble Mr. Justice Arjan Kumar Sikri</b>, Judge Supreme Court of India, Former Chief Justice, Punjab and Haryana High Court</p>
3:20 pm – 3:30 pm	<p><b>Conclusion by Mr. Arun Chawla</b>, Deputy Secretary General, FICCI</p>