

6th edition

MASCRADE 2019

MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE



Containing Counterfeiting, Smuggling and Piracy: A Winning Strategy

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



Key Highlights

- Focused deliberations on drawing out actionable strategies and identifying areas where policies and practices need to be strengthened to address counterfeiting, smuggling and piracy
- Anti-Counterfeiting and Anti-Smuggling Awards & Felicitation Ceremony
- Exhibition: Anti-Counterfeiting and Authentication Solutions

Who will be Attending?

- International Institutions
- Industry
- Media
- Consumer Rights Activists
- Technology Providers
- Consumers
- Legal Experts
- Enforcement Agencies
- Policy Makers

What are We Discussing This Year?



LOOKING BEYOND BORDERS

Balanced, Holistic and Futuristic Strategies



ADDRESSING THE CHALLENGES AT HOME

Balancing Brand Security Strategies and Actionable on Ground Operations



ATTACKING THE ROOTS OF ORGANISED CRIME

Strategic, Operational and Technical Aspects of Illicit and Counterfeit Trade



CHOKING THE FLOW

Tips and Techniques to Stop Counterfeits from Entering the Virtual Marketplace



LESSONS TO LEARN: Speak your mind to make a difference

CASE Studies from Industry



For further details
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