

Containing Counterfeiting, Smuggling and Piracy: A Winning Strategy

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

Tentative Programme Outline

26 SEPTEMBER 2019	DAY 1
09:30 am - 10:30 am	REGISTRATION
10:30 am - 11:30 am	<p><i>INAUGURAL SESSION</i></p> <p>Welcome Address by Mr. Sandip Somany, President, FICCI</p> <p>Theme Address by Mr. Anil Rajput, Chairman, FICCI CASCADE</p> <p>Special Address by Mr. P. K Das, Chairman, Central Board of Indirect Taxes and Customs</p> <p>Special Address by Shri Guru Prasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India*</p> <p>Inaugural Address by Shri Anurag Singh Thakur, Hon'ble Minister of State, Finance, Government of India*</p> <p><i>Release of the Study</i> <i>'Smuggling: Its Impact on Indian Economy and Employment'</i></p> <p>Anti-Counterfeiting and Anti-Smuggling Awards & Felicitation Ceremony Enforcement Officers School Children</p> <p>Concluding Remarks by Mr. Dilip Chenoy, Secretary General, FICCI</p>
11:30 am - 11:50 am	Tea Coffee Break
11:50 am – 12:10 pm	<p>Highlights of the Study - 'Smuggling: Its Impact on Indian Economy and Employment'</p> <p>Presentation by Mr. Kaushik Dutta, Founding Director, TARI</p>
12:10 pm - 01:30 pm	<p><i>SESSION 1</i></p> <p><i>LOOKING BEYOND BORDERS-</i> Balanced, Holistic and Futuristic Strategies</p> <ul style="list-style-type: none"> • Outlining the state of the global problem of illicit trade, its visible outcomes

	<p>and measurable impacts</p> <ul style="list-style-type: none"> • Harnessing the potential of multilateralism through intergovernmental actions • Effective monitoring and inspection of FTZs to ensure legitimate trade flows in order to avoid FTZs from becoming ‘hotspots’ for illicit trade and organized crime • Designing effective global strategies and improving regulatory framework <p>Session Chair Mr. Najib Shah, <i>Former Chairman, Central Board of Indirect Taxes and Customs</i></p> <p>Speakers: Mr. Huw Watkins, Head of Asia Policy, Intellectual Property Office, UK Mr. Julian Saldanha, 1st Secretary, HM Revenue and Customs, British High Commission Ms. Shilpi Jha, Senior Legal Counsel for Intellectual Property-South Asia, Embassy of the United States of America Mr. Tim Sheppard, Counsellor (Australian Border Force), Australian High Commission* Representative - WIPO</p> <p>Closing Remarks: Ms. Kameswari Subramanian, <i>International Expert, Customs laws, Procedure and Trade Facilitation</i></p>
1:30 pm - 2:30 pm	Lunch
2:30 pm – 3:15 pm	<p>SESSION 2 LESSONS TO LEARN: Speak your mind to make a difference: Case Studies from FMCG Sector</p> <p>Speakers</p> <ul style="list-style-type: none"> • Mr. Sandeep Kaul, Divisional Chief Executive, India Tobacco Division, ITC Ltd • Mr. Milind Palany, Senior Manager, Global Brand Protection, India & South Asia, Johnson & Johnson
3:15 pm – 4:45 pm	<p>SESSION 3 ADDRESSING THE CHALLENGES AT HOME- Balancing Brand Security Strategies and Actionable on Ground Operations</p> <ul style="list-style-type: none"> • Robust assessment and greater vigilance to control counterfeiting and smuggling • Sharing data and awareness initiatives to garner public support and spur governmental actions • Approaches to facilitate coordination, enhance mutual learning and police illegal activity • Reshaping the future of brand protection through technological solutions <p>Mr. Hem Kumar Pande, <i>Former Secretary, Ministry of Consumer Affairs, Food</i></p>

	<p><i>and Public Distribution, Govt. of India</i></p> <p>Indicative speakers</p> <ul style="list-style-type: none"> • Mr. Cameron Walker, Regional Brand Protection Manager, Middle East, India and Africa, Beiersdorf • Hindustan Unilever Limited • Hewlett-Packard
27 September 2019	Day 2
09:30 am – 10:30 am	Registration
10:30 am – 11:15 am	<p>OPENING SESSION -</p> <p>IN CONVERSATION WITH Mr. Rajiv Aggarwal, IAS, Joint Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Govt. of India and Mr. Balesh Kumar Director General, Directorate of Revenue Intelligence, Government of India*</p>
11:15 am - 11: 45 am	<p>SESSION 4 LESSONS TO LEARN: Speak your mind to make a difference: Case Studies from Apparel Sector</p> <p>Indicative speakers</p> <ul style="list-style-type: none"> • Ms. Jyothi V K, General Counsel & Vice-President, Aditya Birla Fashion and Retail Limited • Ms. Ulla Seiber, Trademark Manager - Legal Affairs, PUMA SE, Germany
11:45 am – 01:00 pm	<p>SESSION 5- Panel Discussion ATTACKING THE ROOTS OF ORGANISED CRIME: Strategic, Operational and Technical Aspects of Smuggled and Counterfeit Trade</p> <ul style="list-style-type: none"> • Discussing the emerging crime trends and sharing successful practical solutions • Examining the loopholes exploited by terror organizations to build their financial architecture for funding organised crime • Exploring new dimensions to strengthen security, governance and rule of law • Developing expertise through specialized training system for effective detection, investigation and prosecution of criminal cases <p>Session Chair: Mr. Sanjeev Tripathi, Former Chief of RAW</p> <p>Session Moderator: Eminent Journalist TIMES NOW</p> <ul style="list-style-type: none"> • Mr. Felix AVELLAN, Criminal Intelligence Officer, Illicit Goods & Global Health Programme, INTERPOL • Mr. Uday Devineni, ICE Representative, Department of Homeland Security-Homeland Security Investigations, US

	<ul style="list-style-type: none"> • Representative – Customs/DRI • Representative – Delhi Police
01:00 pm - 02:00 pm	Lunch
02:00 pm – 03:00 pm	<p>SESSION 6- Panel Discussion CHOKING THE FLOW- Policy and Regulatory framework needed to Stop Counterfeiting, Smuggling & Piracy from Entering the Virtual Marketplace</p> <ul style="list-style-type: none"> • Measuring reputational damage and financial impact of online counterfeiting and piracy • Insights on effective and verified procedures for monitoring online trade distribution of goods and pirated products on the digital platform • Exploring latest technology and strategies to secure and protect product available online • Establishing relationships and new areas of cooperation in the fight against online counterfeiting and piracy <p>Session Chair Mr. Narendra Sabharwal, Chairman, FICCI-IP Committee & Former Deputy Director General, WIPO</p> <p>Indicative speakers</p> <ul style="list-style-type: none"> • Mr. Bharat Dube, CEO, Strategic IP Information, Singapore • Mr. Dustin Todd, Global Brand Relations – Amazon.com, Inc. • Dr. A. K Garg, Director, Ministry of Electronics & Information Technology, GoI* • Mr. Deepak Jacob, President & General Counsel - Legal & Regulatory Affairs, Star India Pvt. Ltd* • Law Firm
03:00 pm – 03:30 pm	<p>SESSION 7 LESSONS TO LEARN: Speak your mind to make a difference: Case Studies from Auto Sector</p> <p>Indicative speakers</p> <ul style="list-style-type: none"> • Mr. Yash Pal Sachar, General Manager – Parts, Honda Motor India • Mr. P. Thippeswamy, Deputy General Manager, maruti Suzuki India
03:30 pm – 04:30 pm	<p>Valedictory Session</p> <p>Opening Remarks by Hon’ble Mr. Justice Manmohan Sarin, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu and Kashmir & Judge, High Court of Delhi</p> <p>Key note address by Eminent Judge</p> <p>Concluding Remarks by Mr. P. K. Malhotra, Former Secretary, Ministry of Law and Justice, Government of India</p>