

Containing Counterfeiting, Smuggling and Piracy: A Winning Strategy

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

Programme

26th SEPTEMBER 2019	DAY 1
09:30 am - 10:30 am	REGISTRATION
10:30 am – 10:40 am	INAUGURAL SESSION Welcome Address by Mr. Anil Rajput , Chairman, FICCI CASCADE
10:40 am – 10:55 am	Special Address by Mr. P. K. Das , Chairman, Central Board of Indirect Taxes and Customs
10:55 am – 11:10 am	<u>Keynote Addresses by Guest of Honour</u> Shri Nityanand Rai , Hon’ble Minister of State, Home Affairs, Government of India
11:10 am – 11:25 am	Shri Anurag Singh Thakur , Hon’ble Minister of State, Finance and Corporate Affairs, Government of India
11:25 am – 11:30 am	<i>Release of the Study</i>
11: 30 am – 11:45 am	<i>‘Invisible Enemy: Impact of Smuggling on Indian Economy and Employment’</i> <ul style="list-style-type: none">• Recognition for Distinguished Service in Enforcing Laws - Anti-Smuggling and Anti-Counterfeiting: Enforcement Officers
11:45 am – 11:50 am	<ul style="list-style-type: none">• Interschool Competition– Fight Counterfeiting and Smuggling: School Children Concluding Remarks by Mr. Arun Chawla , Deputy Secretary General, FICCI
11:50 am – 12:10 pm	Highlights of the Study - <i>‘Invisible Enemy: Impact of Smuggling on Indian Economy and Employment’</i> Presentation by Mr. Kaushik Dutta , Founding Director, TARI
12:10 pm - 01:30 pm	SESSION 1 LOOKING BEYOND BORDERS- Balanced, Holistic and Futuristic Strategies <ul style="list-style-type: none">• Outlining the state of the global problem of illicit trade, its visible outcomes and measurable impacts

	<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 and Think Tank Member, FICCI CASCADE</i></p> <p>Speakers</p> <ul style="list-style-type: none"> • Mr. Julian Saldanha, First Secretary, HM Revenue and Customs, British High Commission • Mr. Huw Watkins, Head of Asia Policy, Intellectual Property Office, UK • Col. t. ISSMI Vincenzo Tuzi, Guardia di Finanza Attaché, Embassy of Italy • Mr. Tim Sheppard, Counsellor (Australian Border Force), Australian High Commission • Ms. Shilpi Jha, Senior Legal Counsel for Intellectual Property-South Asia, Embassy of the United States of America
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>Session Chair</p>

	<p>Mr. Hem Kumar Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India and Think Tank Member, FICCI CASCADE</p> <p>Speakers</p> <ul style="list-style-type: none"> • Mr. Cameron Walker, Regional Brand Protection Manager, Middle East, India and Africa, Beiersdorf • Mr. Bejon Misra, Founder Consumer Online Foundation and International Consumer Policy Expert • Ms. Vijayalakshmi Malkani, IP Counsel, Hindustan Unilever Ltd. • Mr. Divay Kumar, Cofounder & CEO, O4S
27th September 2019	Day 2
09:30 am – 10:20 am	Registration
10:20 am – 10:30 am	<p>Welcome and Opening Address Mr. Sanjeev Tripathi, Former Chief of RAW and Think Tank Member, FICCI CASCADE</p>
10:30 am - 10:40 am	<p>Need for a clear policy mandate having concrete elements to provide the impetus needed to contain counterfeiting, smuggling and piracy</p> <p>Keynote Address by Mr. Balesh Kumar, IRS, Director General, Directorate of Revenue Intelligence, Government of India</p>
10:40 am – 10:50 am	<p>Special Address by Dr. Muktesh Chandra, Special Commissioner of Police (Operations), Delhi Police</p>
10:50 am – 11:15 am	<p>Interactive Session Session Moderator: Ms. Anuiya Yadav, Senior Anchor, Times Network</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>Speakers</p> <ul style="list-style-type: none"> • Ms. Jyothi V K, General Counsel & Vice-President, Aditya Birla Fashion and Retail Limited • Mr. Akshay Sangwan, Manager – Brand Protection & Legal Affairs, Puma Sports India Pvt Ltd
11:45 am – 01:00 pm	<p>SESSION 5- Panel Discussion ATTACKING THE ROOTS OF ORGANISED CRIME: Strategic, Operational and Technical Aspects of Smuggled & Counterfeit Trade and Pirated Content</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

	<ul style="list-style-type: none"> • Developing expertise through specialized training system for effective detection, investigation and prosecution of criminal cases <p>Panelist</p> <ul style="list-style-type: none"> • Mr. M L Sharma, Former Special Director, CBI • Mr. Felix AVELLAN, Criminal Intelligence Officer, Illicit Goods & Global Health Programme, INTERPOL • Mr. Elliot L. Harbin, National Programme Manager, Global Trade Investigations Division, Department of Homeland Security, US • Mr. Uday Devineni, ICE Representative, Department of Homeland Security-Homeland Security Investigations, US • Mr. Neh Srivastava, Under Secretary, Ministry of Home Affairs, Government of India • Ms. Bullo Mamu, Deputy Commissioner, ICD, TKD Import Commissionerate, Tughlakabad • Dr. Barsing Rajput, Superintendent of Police, Cyber, Maharashtra Police <p>Session Moderator: Mr. Athar Khan, Editorial Consultant, Times Now</p>
01:00 pm - 02:00 pm	Lunch
02:00 pm – 03:00 pm	<p>SESSION 6 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 and Think Tank Member, FICCI CASCADE</p> <p>Speakers</p> <ul style="list-style-type: none"> • Dr. A. K Garg, Director, Ministry of Electronics & Information Technology, Government of India • Mr. Dustin Todd, Head, Global Brand Relations, Amazon.com, Inc. • Mr. Surender Mann, Senior Vice President – Legal, Star India Pvt. Ltd • Mr. Bharat Dube, Chairman, Strategic IP Information, Singapore • Mr. Amit Bhasin, General Manager, Legal - Customer Development and Corporate Secretarial, Hindustan Unilever Ltd.
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>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
3:30 pm – 3:45 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 and Think Tank Member, FICCI CASCADE</p>
3:45 pm – 4:05 pm	<p><i>Keynote address on Proactive Role of Judiciary within Existing Legal Framework to combat Counterfeiting and Smuggling- The need for Legislative changes /enactments</i></p> <p>Hon’ble Shri Uday Umesh Lalit, Judge, Supreme Court of India</p>
4:05 pm – 4:15 pm	<p>Concluding Remarks by Mr. P. K. Malhotra, Former Secretary, Ministry of Law and Justice, Government of India and Think Tank Member, FICCI CASCADE</p>