



MASCRADE 2021

Movement Against Smuggled & Counterfeit Trade

Theme- IMPACT OF COUNTERFEITING AND SMUGGLING ON PERSONAL HEALTH AND SAFETY

21-22 January 2021 | Virtual Edition

Tentative Programme Outline

21 st January	DAY 1
03:15 pm – 03:30 pm	LOGGING IN
	INAUGURAL SESSION
03:30 pm – 03:35 pm	Welcome Address Mr. Uday Shankar, President, FICCI
03:35 pm – 03:45 pm	Special Address Mr. M. Ajit Kumar, Chairman, Central Board of Indirect Taxes and Customs *
03:45 pm – 03:55 pm	Keynote address by Guest of Honour Mr. Kunio Mikuriya, Secretary General, World Customs Organization
03:55 pm – 04:05 pm	Special Address Justice Manmohan Sarin, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu & Kashmir, Judge, High Court of Delhi and Think Tank Member, FICCI CASCADE
04:05 pm – 04:20 pm	Inaugural Address by Chief Guest Dr. Harsh Vardhan, Hon'ble Minister, Ministry of Health and Family Welfare, Govt. of India
04:20 pm – 04:25 pm	Concluding Remarks Mr. Dilip Chenoy, Secretary General, FICCI
04:45 pm – 05:00 pm	LOGGING IN
05:00 pm – 6:30 pm	PLENARY SESSION 1 Illicit trade amid public health crisis – Global perspectives Amid the chaos created by the covid-19 pandemic and the various policy responses designed to contain its spread, illicit players have used the pandemic as an opportunity to increase their nefarious activities, causing significant damage on the economy of the nation, health and safety of people worldwide.

	<p>Session will talk about:</p> <ul style="list-style-type: none"> ▪ Mapping the impact of smuggling, counterfeiting and tax evasion on public health ▪ Global and regional trends in the proliferation of smuggled, counterfeit and spurious healthcare and essential items - What have governments, and institutions been doing to address the problem? ▪ A comprehensive global strategy in achieving increased access to quality, safe and licit products ▪ Policy reforms and international cooperation for reduction and deterrence of the risks in a post COVID scenario <p>Session Chair: Mr. Najib Shah, Former Chairman, Central Board of Indirect Taxes and Customs</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Mr. Jeffrey P. Hardy, Director General, TRACIT ▪ Mr. Huw Watkins, Head of Asia Policy, UK Intellectual Property Office ▪ Mr. Sergey Kapinos, Regional Representative, South Asia, UNODC* ▪ Representative - USPTO
22nd January	DAY 2
12:15 pm – 12:30 pm	LOGGING IN
12:30 noon – 01:45 pm	<p>PLENARY SESSION 2:</p> <p>INDUSTRY REACTS</p> <p><i>Industry and businesses have an important role to play in addressing the health and economic impacts of the COVID induced crisis. With illicit players identifying new sources for supply of components and packaging material, and the emergence of new markets for manufacturing and import of counterfeit/smuggled goods, protecting consumers as well as a company's brand identity is more important than ever during the current challenging times.</i></p> <p>Presentations:</p> <ul style="list-style-type: none"> ▪ <i>Fighting for Life</i> – Perspectives from Pharmaceutical Industry on spurious drugs ▪ <i>Illicit Operators are Cashing the Crisis</i> - Perspectives from Healthcare industry ▪ <i>Some Savings are not Worth It</i> - Perspectives from FMCG Industry
01:45 pm– 02: 45 pm	Lunch Break
02:45 pm - 03:00 pm	LOGGING IN
03:00 pm – 04:30 pm	<p>PLENARY SESSION 3</p> <p>Placing Public Health and Safety at The Heart of The Fight Against Smuggling and Counterfeiting</p> <p><i>Counterfeiters and smugglers prey upon the vulnerabilities and takes advantage of the average customer at any cost. The Covid-19 pandemic has played havoc on society and perhaps been the most inconvenient and vulnerable period for the public at large. The current scenario creates an entirely new wave of threats and consequences for consumers. Demand comes from consumers, so engaging consumers, influencing public opinion and understanding demand behavior are critical in the fight against smuggling and counterfeiting.</i></p>

	<p>The session will talk about:</p> <ul style="list-style-type: none"> ▪ 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 ▪ Consumer protection and empowerment in the marketplace based on consumer rights ▪ Co-ordinated strategies to build fair, safe, resilient and sustainable economies through consumer protection ▪ Approaches to include consumer interest in anti-counterfeiting, anti-smuggling and brand protection strategies <p>Session Chair - Mr. Hem Pande, Former Secretary, Dept. of Consumer Affairs, GoI and Think Tank Member, FICCI CASCADE</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Ms. Ulla Sieber, IP Counsel, PUMA Group ▪ Ms. Tracy Faustin, Knowledge Solutions Manager, Innovation for all, International Chamber of Commerce ▪ Ms. Ekta Sarin, Legal Head- Foods, Marico ▪ Speaker - Amazon
05:00 pm – 05: 15 pm	LOGGING IN
05:15 pm – 6:45 pm	<p>PLENARY SESSION 4 Quarantining Counterfeiting and Smuggling – Accelerate Action Against Criminals</p> <p><i>While governments across the globe are committed to fighting this crisis, there are also criminals who have been quick to seize the opportunity to exploit the calamity. Needless to state that the implications of the coronavirus pandemic for governance and law enforcement is bound to be profound. With increasing number of seizures/raids being reported every day, it is highly possible that the total seizures may just be the tip of the iceberg of a much larger criminal network. Illegal activities and related crimes are a serious disrupting factor and diverts the efforts to ensure public health and safety. That is why it is extremely vital to reinforce the fight against such crimes.</i></p> <p>The session will talk about:</p> <ul style="list-style-type: none"> ▪ Changes in the modus operandi of organized criminal groups triggered by the COVID-19 pandemic ▪ Cybercrime a growing coronacrime- Increased cyber-attacks, and online scams aimed to profit from the global health concern ▪ Turning intelligence into investigations and the importance of generating, analyzing and sharing information <p>Session Chair – Mr. D P Dash, Former Pr. Director-General, DRI and Former Chairman, Enforcement Committee, World Customs Organisation (WCO) and Think Tank Member, FICCI CASCADE</p> <p>Speakers</p> <ul style="list-style-type: none"> ▪ Mr. David M. Luna, President & CEO, Luna Global Networks and Chair, Business at OECD, Anti-Illicit Trade Expert Group ▪ Mr. Tim Sheppard, Counsellor (Australian Border Force) Australian High Commission ▪ Col T. ISSMI Vincenzo Tuzi, Guardia di Finanza Attaché, Embassy of Italy ▪ Representative – Interpol

