



Unleashing the Power of Consumers in the fight against Smuggling and Counterfeiting

22-23 September 2022 | Hotel Shangri-La Eros, New Delhi

Tentative Programme Outline

22 September 2022	DAY 1
10:00 am-11:00 am	REGISTRATION
11:00 am – 12:00 noon	<p>INAUGURAL SESSION</p> <p>Welcome Address by Mr. Sanjiv Mehta, President, FICCI</p> <p>Theme Address by Mr. Anil Rajput, Chairman, FICCI CASCADE</p> <p>Special Address by Mr. Vivek Johri, Chairman, Central Board of Indirect Taxes and Customs</p> <p>Inaugural Address by Shri M. Venkaiah Naidu, Hon’ble Former Vice President of India Government of India</p> <p>Release of TARI study</p> <p>Concluding Remarks by Mr. Arun Chawla, Director General, FICCI</p>
12:05 pm – 12:45 pm	<p>Highlights of the Study</p> <p>Presentation by Mr. Kaushik Dutta, Director, TARI</p>
12:45 pm – 01:45 pm	Lunch
01:45 pm – 03:30 pm	<p>PLENARY SESSION 1</p> <p>To Empower, Inspire and Connect Consumers for a Safer and Healthier World</p> <p><i>The fundamental purpose to contain the menace of smuggling and counterfeiting lies in safeguarding consumer interests, including social development and global economic growth. Demand comes from consumers, so engaging consumers, influencing public opinion and understanding demand behavior are critical. It is important that both supply side and demand side measures must be addressed to contain this problem.</i></p> <p>The session will talk about:</p> <ul style="list-style-type: none"> ▪ Consumer behavior and socio-economic dynamics that underlie counterfeiting and smuggling ▪ Approaches to consumer engagement in anti-smuggling, anti-counterfeiting and brand protection strategies

	<ul style="list-style-type: none"> ▪ Role Governments, Industry and Consumer Organizations can play from keeping consumers safe from illicit goods <p>Session Chair: Mr. Najib Shah, Former Chairman, Central Board of Indirect Taxes and Customs</p> <ul style="list-style-type: none"> • Mr. Ricardo Treviño Chapa, Deputy Secretary General, World Customs Organization • Mr. Bob Van Den Berghe, Law Enforcement Officer, Container Control Programme, United Nations Offices on Drugs and Crimes • Mr. Piotr Strykowski, Senior Project Manager, Public Governance Directorate, OECD • Mr. Todd Reves, Director of the Building Respect for IP Division, Global Challenges and Partnerships Sector, WIPO
03:30 pm – 05:00 pm	<p>PLENARY SESSION 2</p> <p>Reining in the Threat Posed by Online Bad actors to your Business and its Consumers <i>Administering measures for safeguarding consumers from spurious and fake goods on the internet and on e-commerce platforms with its limitless borders is a daunting task. A regular clean-up of key marketplaces is important. There is a need for strategies to efficiently use data and technological tools to figure out the key players, prevent infringement and nip the problem at the source.</i></p> <p>The session will talk about:</p> <ul style="list-style-type: none"> ▪ The extent of trade in counterfeits, spurious and contraband over the internet ▪ Discover and Dismantle Bad Actors’ Business Model through business strategies and effective collaborations ▪ Leveraging blockchain, using big data and automation to detect illicit and manage investigations <p>Session Chair – Dr. D P Dash, Former Pr. Director-General, DRI and Former Chairman, Enforcement Committee, World Customs Organization (WCO) and Think Tank Member, FICCI CASCADE</p> <p>Speakers: Dr. Pavan Duggal, Advocate, Supreme Court of India Expert and Authority on Cyber Law, Cyber Security Law, Artificial Intelligence Law & E-commerce law Dr. Pravin Singh, Lead-Public Policy & Advocacy, Marico Ltd. Mr. Xavier Urbaneja, Business Development Director, Product & Brand Protection, SICPA SA Mr. Nitin Saluja, Senior Policy Manager, Customer Trust, Amazon India</p>
23 September 2022	Day 2
09:30 am- 10:00 am	Registration
10:00 am – 10:30 am	<p>OPENING SESSION</p> <p>Opening Remarks Mr. Narendra K Sabharwal, Chairman, FICCI IP Committee & Former Deputy Director General, WIPO</p> <p>Fireside Chat with Dr Bibek Debroy, Chairman, Economic Advisory Council to the Prime Minister, NITI Aayog</p> <p>Consumers and India’s growth trajectory: A manifesto for prosperous nation building</p>

A bill on every purchase is an essential tool to contain the menace of products which are illegally produced and sold. Every time a consumer takes a bill for a purchase he makes, and a seller gives a bill on an item he sells; it ensures that the product is genuine and tax paid. This tax money is used for the country's development. This will eventually lead to more benefits to the citizens and a healthy and progressive nation. Additionally, the more tax complaint we become, the more corruption free society we will be. A responsible consumer can be a part of India's growth story.

10:30 am – 11: 30 am

PLENARY SESSION 3: Panel Discussion

An Inter-ministerial Dialogue on Prioritizing the Fight Against Counterfeiting and Smuggling – Towards socio-economic development in India's 'Amrit Kaal'

- Setting up of a Nodal / Multi Agency Center
- Awareness Generation
- Infrastructure, Resource and Capacity Building
- Incentive Programme
- Deterrent Penal Provisions

Session Chair: Mr. P K Malhotra, Former Secretary, Ministry of Law & Justice, Govt. of India

Discussants:

- **Shri Rohit Kumar Singh**, Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, GoI*
- **Shri Dharmendra S. Gangwar**, Secretary, Border Management, Ministry of Home Affairs, GoI
- **Shri Sanjay Kumar**, Secretary, Department of Youth Affairs, Ministry of Youth Affairs and Sports, GoI

11:30 am - 01:00 pm

PLENARY SESSION 4: Panel Discussion

Accelerating Action Against Organized Crime fueling Illicit Trade - Identify, Analyze and Respond

Organized criminal networks are involved in many different types of criminal activities spanning several countries. They are interconnected and global, and they take place on both physical and virtual levels. It has been seen that the deadliest terror organizations rely heavily on the proceeds from illicit trade. More than ever, there is a need for robust cooperation to address the security and safety challenges of citizenries affecting societies

The session will talk about:

- Global organized crime and the lethality of illicit trade funded terror organizations
- Turning intelligence into investigations and the strategic importance of generating, analyzing and sharing information
- Harmonizing legal, procedural and institutional approaches to tackle organized crime

Opening Address by Session Chair: Mr. Anil Sinha, Former Director, Central Bureau of Investigation

Session Moderator: Anchor & Senior Producer, CNBC

- **Ms. Joanne Prior**, Counsellor (Australian Border Force), Australian High Commission
- **Mr. Jason Gooding**, HSI Assistant Attache, Homeland Security Investigations, US Embassy

	<ul style="list-style-type: none"> • Mr. Praveen Sinha, Special Director, CBI and Vice President, INTERPOL • Mr. Chi-wang Lam, Operations Coordinator, Public Health and Pharmaceutical Crime, INTERPOL • Mr. Sanjay Arora, IPS, Commissioner of Police, Delhi* • Mr. Ramesh Raj Kishore, Regional Director - Asia Pacific, Pharmaceutical Security Institute, Singapore
01:00 – 02:00 pm	LUNCH
02:00 pm – 03:00 pm	<p>PLENARY SESSION 5: INDUSTRY PRESENTATIONS Issues, Trends and Collaborations – Need for Proactive Strategies to stay ahead of illicit players</p> <p>Session Chair - Mr. Hem Pande, Former Secretary, Dept. of Consumer Affairs, GoI and Think Tank Member, FICCI CASCADE</p> <ul style="list-style-type: none"> ▪ Perspectives from FMCG Industry Mr. Devraj Lahiri, Divisional Chief Executive, ITD, ITC Ltd. ▪ Perspectives from Pharmaceutical Industry Mr. Milind Palany, Global Brand Protection Lead - India & South Asia, Johnson & Johnson ▪ Perspectives from Pesticide Industry Mr. R G Agarwal, Chairman, Dhanuka Group
03:00 pm – 04:30 pm	<p>Valedictory Session</p> <p>Opening Remarks by 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</p> <p>Keynote address on <i>Proactive Role of Judiciary within Existing Legal Framework to combat Counterfeiting and Smuggling- The need for Legislative changes /enactments</i> Justice Sanjay Kishan Kaul, Judge of Supreme Court of India</p> <p>Anti-Counterfeiting and Anti-Smuggling Awards & Felicitation Ceremony Enforcement Officers School Children Journalists</p> <p>Concluding Remarks by Mr. Sanjeev Tripathi, Former Chief of RAW and Think Tank Member, FICCI CASCADE</p>