



INDIAN CHAMBER OF COMMERCE



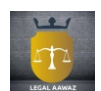
# Conference On Anti-Counterfeiting & Brand Protection

21<sup>st</sup> January 2020 | New Delhi

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## BACKGROUND

Counterfeiting has emerged as one of the major problems globally. Counterfeit goods, including medicines, auto parts, electrical components, toys, food and beverages and many others, can be dangerous and can potentially harm or even kill consumers. The massive infiltration of counterfeit and pirated goods drains \$1 trillion from the global economy and robs over 2.5 million jobs. The impact and consequences of counterfeiting are far-reaching. Not only does it infringe on intellectual property rights, the counterfeit goods also pose direct threat to consumer health and safety. That is why a countrywide cooperation as well as public and private sector collaboration to detect and decisively combat counterfeiting activity has become the need of the hour. A truly integrated approach, involving key stakeholders such as global, national and local law enforcement bodies, NGOs, technology solution providers and corporations, can pave the way for the development and implementation of strategies to stop counterfeiting in its tracks.

## OBJECTIVE

The objective of the conference is to bring together Government, industry and other stakeholders on common platform to discuss policy level issues and share the best practices and innovative ideas to curb the menace of counterfeiting, piracy and brand theft resulting in strengthening of IPR protection ecosystem in the country.

## KEY TOPICS

The conference will cover the following topics:-

1. Combating Online Counterfeiting: Will it be an uphill task?
2. Innovation in Brand Protection: Using New Technologies
3. Eliminating Counterfeits in the Supply Chain – An FMCG perspective
4. The Continued Threat of Spurious Drugs: A Pharmaceutical Outlook
5. Protecting your Brand! : Brand Protection by Brand Leaders!

## BENEFITS

The conference will provide excellent opportunity to participants to discuss, share experiences, case studies, network with industry leaders and learn about the current and innovative practices in the industry to curb the menace of counterfeiting & piracy and protecting the brand.

## KEY SECTORS

- Apparel/Clothing/Footwear
- Consumer Healthcare
- FMCG/Electrical/Electronics
- Luxury Goods/Brands
- Medical Devices
- Pharmaceutical
- Petrochemicals/Lubricants
- Packaging
- Security Systems
- Top Law Legal/Law Firms

## WHO SHOULD ATTEND

- Anti-Counterfeiting Solution providers
- Brand Managers
- Brand Protection Heads
- Corporate Executives
- Corporate Security Agencies
- Cyber Security Firms
- Enforcement Agencies
- Investigation Agencies
- IP Professionals
- Legal Affairs/Law Firms
- Legal Counsels

## BE A SPONSOR

1. **GAIN** access to the most active stakeholders
2. **POSITION** your value and brand ahead of Competitors in the marketplace
3. **NETWORK** with our high-level speaker faculty and VIP guests
4. **DISCUSS** your value proposition through a thought leadership presentation
5. **BUILD** your own sponsorship package to maximize your company's exposure

## SPONSORSHIP MATRIX

		SPONSORSHIP BENEFITS							
Categories	Amount (In Rs.)	Speaker slot in the Inaugural Session	Corp. Video/Presentation during breaks	Displaycounter for promotion and branding	Corp Literature on the Head table	Speaker slot in Business Session Panel discussion	2 Corporate standee at the Registration area	Logo on the wings of the Conference Backdrop	Complementary Delegate Passes
<b>Platinum Sponsor</b>	8 Lacs	✓	✓	✓	✓	✓	✓	✓	<b>8</b>
<b>Diamond Sponsor</b>	5 Lacs	✓		✓	✓	✓		✓	<b>6</b>
<b>Lunch Sponsor</b>	3 Lacs		✓		✓	✓	✓	✓	<b>5</b>
<b>Associate Sponsor</b>	2 Lacs			✓	✓	✓	✓	✓	<b>3</b>

## SPONSORSHIP OPTIONS

SN	Category	Amount (In Rs.)	No.
1	Platinum Sponsor	8 Lacs	1
2	Diamond Sponsor	5 Lacs	2
3	Lunch Sponsor	3 Lacs	1
4	Associate Sponsor	2 Lacs	Open

## PARTICIPATION FEE

Category	Registration Fee*
ICC Member	Rs. 2,000/- per Delegate + GST
ICC Non-Member	Rs. 3,000/- per Delegate + GST
Legal & Law Firms	Rs. 3,000/- per Delegate + GST
Research/Educational Institutes/Students	Rs. 1,000/- per Delegate + GST
Overseas/Foreign Participant	US\$ 100 per Delegate

\*Registration fee: 18% GST is applicable

## IMPORTANT NOTES

1. The Program is Non-Residential
2. Prior registration and payment is mandatory
3. Participation fee is non-refundable, though change in nomination is acceptable
4. 20% discount on 5 or more delegates from the same organization

*For Sponsorship, Nominations and Registrations, please contact :*

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