

# EMEA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE  
& BRAND PROTECTION

CONFERENCE & EXHIBITION  
**2025**

8<sup>th</sup> - 9<sup>th</sup> April

Amsterdam Marriott Hotel  
Amsterdam, Netherlands

A global conference designed  
with the vision of delivering a  
future where illicit trade &  
counterfeits are ELIMINATED

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#EMEASec2025

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# Welcome to

# EMEA SECURITY

CONFERENCE & EXHIBITION



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ANTI-COUNTERFEITING, ILLICIT TRADE & BRAND PROTECTION



## A Word From Hazem Ibrahim

Founder & CEO  
ASIAS SECURITY GROUP SDN BHD

**Illicit trade and counterfeiting pose significant and escalating threats to society.** Governments face substantial losses in tax revenues due to smuggling, counterfeiting, and tax evasion. Legitimate businesses are adversely affected, and consumers are exposed to substandard and unregulated products.

The **EMEA Security Conference & Exhibition** serves as a critical platform, uniting brand owners, regulators, law enforcement agencies, government policy-makers, and security solution providers to address challenges in anti-counterfeiting, online brand protection, cross-border product security, product smuggling, and diversion. This comprehensive event aims to explore and discuss the profound impacts of illicit trade on governments, brands, and society.

After the resounding success of the 2024 edition in London, the **EMEA Security Conference & Exhibition on Anti-Counterfeiting & Brand Protection** is set to make its debut in **Amsterdam, Netherlands**, in 2025. This year's conference will focus on the theme, **"Innovating Together: Strengthening the Fight Against Illicit Trade and Counterfeiting in EMEA."**

### **CREATING A BRAND PROTECTION WEEK**

In an exciting development for 2025, the **EMEA Security Conference & Exhibition** will take place adjacent to REACT's Annual General Meeting, creating a unified **"Brand Protection Week"** in Amsterdam.

By aligning these two significant events, attendees will benefit from a unique opportunity to participate in a week-long series of discussions, networking, and collaboration aimed at advancing the fight against illicit trade and counterfeiting.

The event will bring together over 200 leading experts from across the globe, fostering discussions on the latest trends, emerging threats, and innovative solutions to combat illicit trade and counterfeiting. Industries represented will range from luxury goods to pharmaceuticals, electronics, and more.

# CONFIRMED SPEAKERS



**Abier Wasouf**

Global Anti-counterfeit Counsel



**Albert Cabrelli**

Assistant  
Attache at U.S.  
Department  
of Homeland  
Security



**Andrew Masterson**

Lead for  
EMEA  
Partnerships



**Andy Morling**

Deputy Director (Criminal  
Partner Enforcement)



**Camille Diss**

CPO, Business Development  
and Marketing Manager



**Chris Bailey**

Head of UK and EU Enforcement



**Christoph Stegemann**

Vice President, Global Sales



**Claudio Bergonzi**

Director Global IP Enforcement



**Darren Corbett**

Head of Marketing



**Delphine Sarfati-Sobreira**

Directrice générale, UNIFAB &  
President, GACG (Global Anti-  
Counterfeiting Group)



**Ellen Thewissen**

Illicit Trade  
Prevention



**Felix Avellan**

IP Crime  
and Digital  
Piracy Unit



**Gert-Jan Van Diest**

Associate Director EMEA  
Supply Chain Security & Global  
Product Protection



**Graham Crawford**

Director, Head of EU Customs  
Risk & Intelligence, Trade  
Compliance Europe



**Hadi Alkanani**

Regional Director - Brand  
Protection (Middle East, Africa,  
India & Pakistan)



**Jan de Visser**

Brand Protection Lead,  
Senior Director | Chairman,  
Supervisory Committee



**Joe Cherayath**

VP Online  
Enforcement  
& Alliances



**John D. Ryan-Lussich**

President



**Laurent Giezendanner**

Head of Corporate Security and  
Head of Legal Operations



**Mark Manning**

Founder & CEO



**Martin Michelot**

Executive  
Director



**Nihel Bernard**

Associate,  
Cabinet MAP  
- Coordinator of the college  
of expert Greater Maghreb area  
- President of ACTAGM



**Olivia Mazzucotelli**

Head of Brand &  
Industry Relations/  
Government Body  
Liaison, IPR, EMEA



**Ramesh Raj, Kishore**

Pharmaceutical Crime Expert



**Taylor Tresselt**

CCO



**Valeria Demirci**

Senior Brand  
Protection Consultant



**Wilfrid Rogé**

Manager, Global  
Anti-Counterfeiting



**DAY ONE | 8<sup>th</sup> April 2024, Tues | Public-Private Partnership (PPP) in the Fight Against IP Crime**

**0930** CHAIRPERSON OPENING REMARKS  
By *Andrew Masterson, Lead for EMEA Partnerships, IP House*

**0935** KEYNOTE PRESENTATION  
By *Delphine Sarfati-Sobreira, Directrice générale, UNIFAB | President, GACG (Global Anti-Counterfeiting Group)*

**0945** KEYNOTE PRESENTATION  
By *Jan de Visser, Brand Protection Lead, Senior Director, Philips Intellectual Property & Standards | Chairman, Supervisory Committee REACT*

**1000** VIP EXHIBITION TOUR & MORNING REFRESHMENTS

**1030** Topic 1: Effective Brand Protection - The Most Powerful Way to Protect Your Brand is to Involve Your Customers  
By *Christoph Stegemann, Vice President, Global Sales, Scribos*

**1050** Topic 2: Optimizing Your Brand Protection Efforts  
By *John D. Ryan-Lussich, President, Customs Watch*

**1110** Topic 3: That's A Counterfeit? Hard to Say... Who Wants to Know?  
By *Taylor Tresselt, CCO, Ennovature*

**1130** Topic 4: Supply Chain Intelligence - Investigating Counterfeits with Separately Shipped Labels  
By *Valeria Demirci, Brand Protection Consultant, ApiraSol GmbH | Chris Bailey, Head of UK and EU Enforcement, Rouse*

**1150** Topic 5: Evolution of IPR and Counterfeiting in Africa - A Continent That Should No Longer Be Neglected  
By *Nihel Bernard, Assistant Director, Cabinet MAP*


**1210** NETWORKING LUNCH

**1330** Panel Discussion 1: Towards Global Unity - Harmonizing Policies and Regulations to Combat Illicit Trade  
This panel will address the critical need for global cooperation in harmonizing policies and regulations to combat illicit trade effectively. The discussion will bring together policymakers, customs authorities, industry leaders, and international organizations to explore actionable steps toward regulatory alignment, reducing enforcement gaps, and fostering international collaboration.

Moderator  
*Andrew Masterson, Lead for EMEA Partnerships, IP House*

- Panelists:
- *Ellen Thewissen, Illicit Trade Prevention, Philip Morris Benelux*
  - *Jan de Visser, Brand Protection Lead, Senior Director, Philips Intellectual Property & Standards | Chairman, Supervisory Committee REACT*
  - *Delphine Sarfati-Sobreira, Directrice générale, UNIFAB | President, GACG (Global Anti-Counterfeiting Group)*
  - *Felix Avellan, IP Crime and Digital Piracy Unit, Interpol*
  - *Martin Michelot, Executive Director, TIC Council Europe*
  - *Graham Crawford, Director, Head of EU Customs Risk & Intelligence, Trade Compliance Europe, DHL Express*

**1440** AFTERNOON REFRESHMENTS

**1450**  Collaboration, Enforcement & Joint Operations  
Fireside Chat with *Albert Cabrelli, Assistant Attache, U.S. Department of Homeland Security*

**1510** Topic 6: Forensic Anti-Counterfeit Technology: Building a Case Against Counterfeiters  
By *Darren Corbett, Head of Marketing, foster+freeman*

**1530** Topic 7: Sensibilization of the Grey Markets Impact and Risks  
By *Camille Diss, CPO, Business Development and Marketing Manager, EDGYN*

**1550** Topic 8: Synergy in Anti-Illicit Trade: Harnessing AI and Human Expertise to Combat Illicit Trade  
By *Laurent Giezendanner, Head of Corporate Security and Head of Legal Operations, Syngenta Group*

**1610** CHAIRPERSON CLOSING REMARKS & END OF DAY ONE



**DAY TWO | 9<sup>th</sup> April 2024, Wed | Fighting Illicit Trade in the Digital Era**

**0930** CHAIRPERSON OPENING REMARKS  
By *Andrew Masterson, Lead for EMEA Partnerships, IP House*

**0940** Topic 9: Russia's Weaponization of QR-Codes and the Impact on Brand Protection  
By *Mark Manning, Founder & CEO, ITRACE Technologies*

**1000** VIP EXHIBITION TOUR & MORNING REFRESHMENTS

**1030** **Panel Discussion 2: Tackling Illicit Trade in the E-Commerce Era**  
 • The importance of Increasing Engagement and Collaboration with Industry, Government, and Online platforms - Building alliances with online marketplaces, social media platforms, and payment processors.  
 • Engaging consumers in reporting counterfeit products and brand infringements - How can this be achieved?  
 • Effective Technology Tools for Fighting Online Counterfeits: Growing importance of brand monitoring on emerging platforms (e.g.: social media, live streaming).

Moderator  
*Andrew Masterson, Lead for EMEA Partnerships, IP House*

- Panelists:
- *Abier Wasouf, Global Anti-Counterfeit Counsel, Danfoss GmbH*
  - *Hadi Alkanani, Regional Director – Brand Protection (Middle East, Africa, India & Pakistan), Beiersdorf*
  - *Olivia Mazzucotelli, Head of Brand & Industry Relations / Government Body Liaison, IPR, EMEA, TikTok*
  - *Taylor Tresselt, CCO, Ennoventure*
  - *Joe Cherayath, VP Online Enforcement & Alliances, IP House*

**1140** Topic 10: IP Protection Best Practices on E-Commerce Platforms  
By *Claudio Bergonzi, Director Global IP Enforcement, Alibaba International Digital Commerce Group*

**1200** **Panel Discussion 3: Global Collaboration to Counteract Counterfeit Medicines in E-Commerce: Challenges and Solutions**  
 This panel will explore the escalating issue of counterfeit medicines and medical devices in e-commerce. It will focus on collaborative solutions, the role of technology, and the regulatory framework needed to address these challenges effectively. The panel will bring together experts from customs, pharmaceutical industries, e-commerce platforms, postal services, and regulatory authorities to discuss practical strategies and actionable recommendations.

Moderator  
*Andrew Masterson, Lead for EMEA Partnerships, IP House*

- Panelists:
- *GERT-JAN VAN DIEST, Associate Director EMEA Supply Chain Security & Global Product Protection, AbbVie*
  - *Andy Morling, Deputy Director (Criminal Enforcement), Medicine & Healthcare Products Regulatory Agency UK*
  - *Ramesh Raj, Pharmaceutical Crime Expert*
  - *Wilfrid Rogé, Manager, Global Anti-Counterfeiting, Servier*

**1310** The Brand Protection Trivia (Networking Activity)

**1330** CHAIRPERSON CLOSING REMARKS, EXHIBITION TOUR & REFRESHMENTS

# A Toast to Brand Protection

Join us for an evening of networking, collaboration and brand protection discussions



DE HOLLANDSCHE MANAGE



VONDELSTRAAT 140 1054  
GT AMSTERDAM



WEDNESDAY

STARTS AT 5PM



# A brand protection solution from SCRIBOS will increase your revenue



### Reduce your counterfeit rate

Win back market shares by customers avoiding fakes



### Take down the counterfeiters

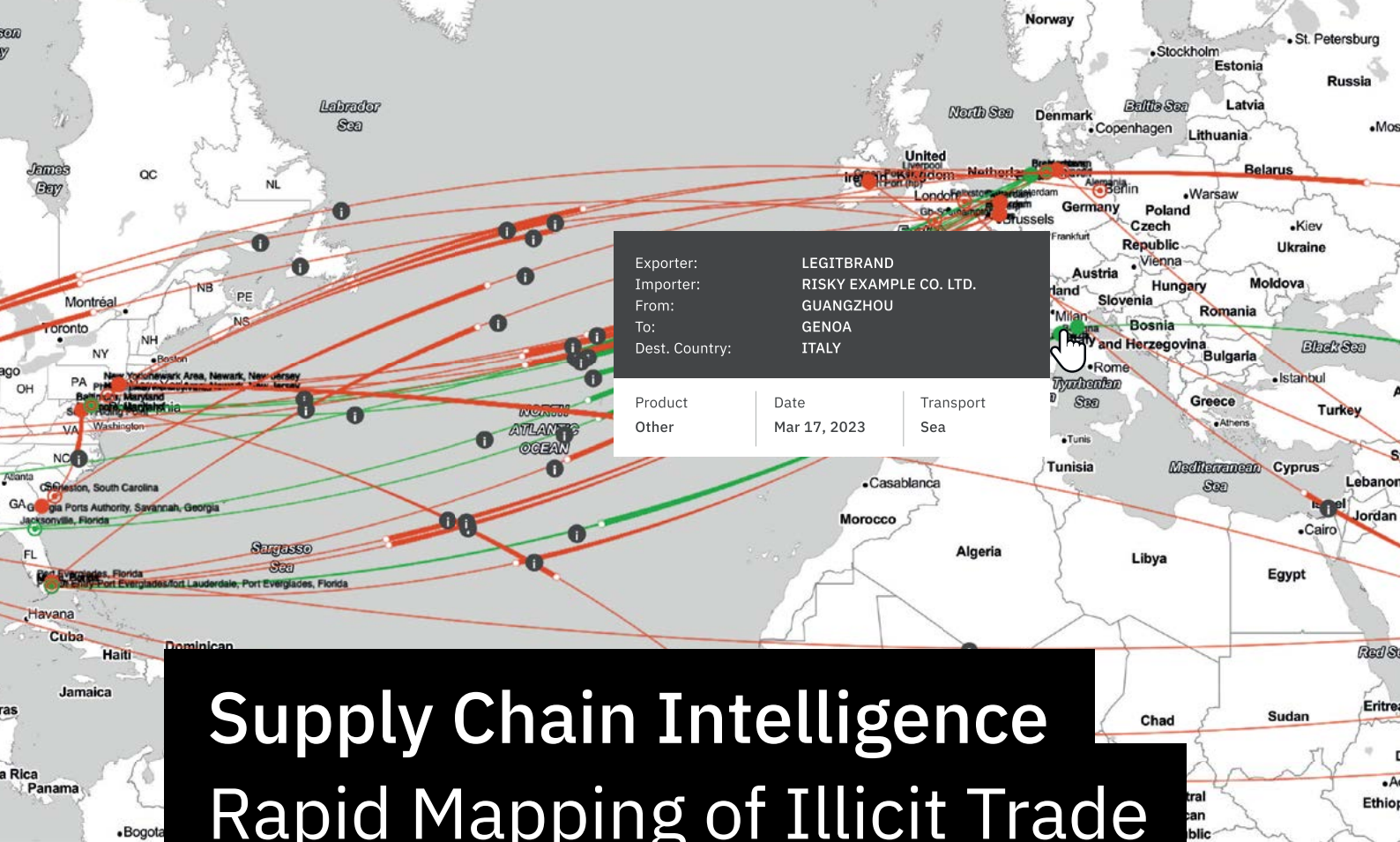
Use the data to find the sources and the sellers of fakes, grey market and other fraud activities



### Interact with your customers

Offer digital marketing and product information to your customers

**Protect your brand and increase your revenue**



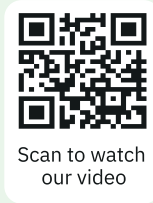
# Supply Chain Intelligence Rapid Mapping of Illicit Trade

## A radically new approach to Brand Protection

- ✓ Identify the real sources of illicit products
- ✓ Increase customs detentions
- ✓ Disrupt illicit supply chains

**Apirasol**  
www.apirasol.com

Apirasol GmbH  
Lehderstr. 16  
13086 Berlin  
Germany



Scan to watch  
our video

EDGYN is a leading French company in brand protection, helping industries and governments combat illicit markets and counterfeiting.

For over 20 years, we have been providing our clients with high-security authentication and traceability solutions. Our reputation as a **pioneer and leader in digital authentication is primarily due to our digital fingerprint solution.**



## ADFIRMIA™ KEY FIGURES

- Over **3.0 billion products protected** since 2014
- Over **120 lines equipped** worldwide
- Including **32 printer lines** equipped across Europe, North America, and APAC
- Over **10 patent families**



EDGYN is a leading French company in brand protection, helping industries and governments combat illicit markets and counterfeiting.

[www.EDGYN.eu](http://www.EDGYN.eu)

## OUR FINGERPRINT TECHNOLOGY

### ADFIRMIA™

A unique digital Fingerprint captured on the packaging, verifiable by a dedicated secure application, providing the ultimate proof of the product's authenticity and identity.

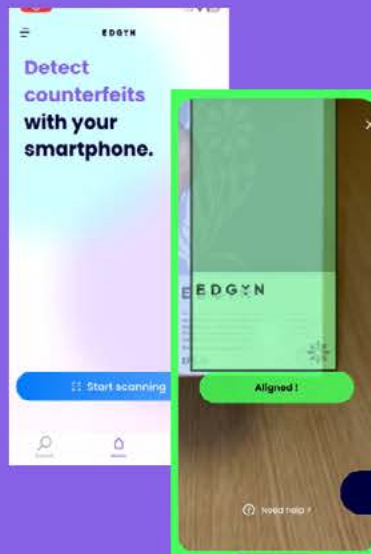


As for **human's digital fingerprints**, two products can be differentiated based on the unicity of the hazards visible on a material.

Our solutions convert via our **patented, proprietary digital fingerprinting algorithm**, these visible hazards into a unique digital signature of the product.

## ADFIRMIA™ APP

THE MOST SECURE SOLUTION TO SCAN, IDENTIFY AND AUTHENTICATE YOUR PRODUCT WITHOUT ADDING ANYTHING TO IT.



## ADFIRMIA MARKET REFERENCES

### Pharmaceutical

Authentication solution, fight against counterfeit products. Solution deployed in NAM, APAC, and Europe. More than 400 million products protected in 2024 just in this industry.

### Cosmetics / Skincare

Combating parallel markets and counterfeiting : traceability up to the distributor. More than 100 brands, and over 500 million products protected in 2024.

### Agrochemicals

Anti-counterfeiting solution, traceability and consumer interaction. Solutions implemented by 4 leaders on bottles, packaging, and cans in Europe and South America.

## CONTACT US

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# Ennoventure

Unlock the Unseen



**Embrace the new era of  
brand protection  
with Invisible Signatures—  
seamless implementation,  
zero changes to existing processes!**

Recover 1-5% of your lost revenue,  
with up to 10X lower cost of protection!

## NEXT GENERATION BRAND PROTECTION SOLUTIONS



NANO OPTIC, OVERT, COVERT & FORENSIC FEATURES



TRACK & TRACE DIGITAL AUTHENTICATION



CONSUMER ENGAGEMENT & PROTECTION



AI-POWERED ONLINE BRAND PROTECTION



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# Forensic Brand Protection

## Expert Investigative Technology

Advanced Imaging to Detect and Identify Counterfeits, Build a Case Against Fraudsters & Enforce Brand Security.



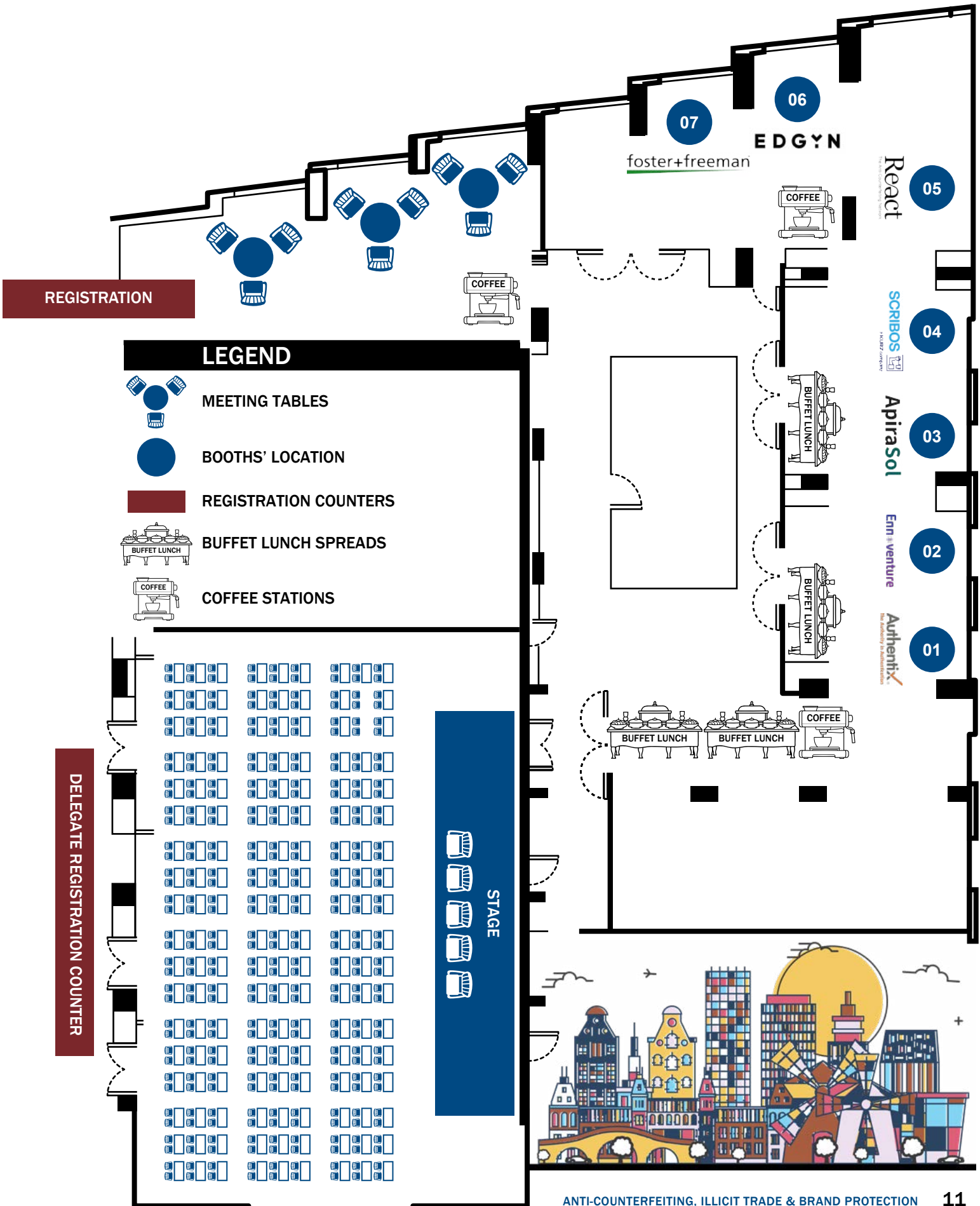
Contact [info@fosterfreeman.com](mailto:info@fosterfreeman.com) to discover how forensic technology can secure your brand today

foster+freeman  
FORENSIC SCIENCE INNOVATION



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# AMSTERDAM MARRIOTT HOTEL - Ballroom Floor Plan





## OUR MISSION

### COMBATING THE GLOBAL THREAT OF ILLICIT TRADE AND COUNTERFEIT GOODS

With the global trade in fake goods worth some half a trillion US dollars a year, IP crime touches all industry sectors, affecting the global economy and endangering public health. From smuggling, counterfeiting and tax evasion, to the illegal sale or possession of goods, services, trafficked humans and wildlife, illicit trade is compromising the attainment of economic and social development goals in significant ways - such as crowding out legitimate economic activities; depriving governments of revenues for investment in vital public services; dislocating millions of legitimate jobs; and causing irreversible damage to ecosystems and human lives. Collaboration is key to combating Illicit Trade. Therefore, our aim in organizing conferences is to provide an open-dialogue platform that enhances cooperation and share the best practices available between parties in the public and private sectors to achieve our co-shared goal to combat Illicit Trade.

For more info visit: [www.hspbp.com](http://www.hspbp.com)

#### SPONSORSHIP & EXHIBITION

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