

ASIA SECURITY

CONFERENCE & EXHIBITION
2024

13th - 14th November

Holiday Inn Orchard City Hotel

Republic of Singapore

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

www.hspbp.com

#ASIASec2024

ANTI-COUNTERFEITING, TRADEMARK
& BRAND PROTECTION

ORGANISER



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EXHIBITOR PARTNERS



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Welcome to ASIA SECURITY

CONFERENCE & EXHIBITION

13th - 14th November

Holiday Inn Orchard City Hotel

Republic of Singapore

ANTI-COUNTERFEITING, TRADEMARK & BRAND PROTECTION

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 **ASIA 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 a successful 2023 Edition at Singapore, the **ASIA Security Conference & Exhibition | Anti-Counterfeiting, Trademark & Brand Protection** will convene again in Singapore focusing on the theme *'The Power of Collaboration and Unity in the Fight Against Illicit Trade and Counterfeiting.'*

The conference will attract an international audience of over 300 leading specialists engaging in discussions about the latest trends, developments, threats, and solutions pertaining to illicit trade and counterfeiting across various industries.

This event provides a unique opportunity to delve into winning strategies, successful case studies, and cutting-edge technologies, with a particular emphasis on the Asia-Pacific (APAC) region. The agenda includes interactive panel discussions, case studies, presentations, vibrant networking sessions, and an exhibition.

Hazem Ibrahim

Hazem Ibrahim

Founder & CEO

ASIAS SECURITY GROUP

SDN BHD

CONFIRMED SPEAKERS

Kansakol Indrasawat
Section Director,
Enforcement Division



Rizvi Mohammad
First
Secretary



Norlida Abdul Rahman
Senior Principal
Assistant Director



Akiyoshi (Aki) Kawabe
Project Director, Intellectual
Property Department Legal Division



Alban Kang
Of Counsel



Axel Hein
Managing Director



Benedict Chen
Regional
Security Advisor
-APAC, Japan &
China



Brett Marshall
Subject Matter Expert/Former
Corporate Head, QA & HSSE



Bryant Kooh
Founder & CEO



Chart Chotiphol
Senior Intellectual
Property Specialist



Dawn Barriteau
Regional Attaché
DHS/ICE Homeland
Security
Investigations



Desmond Tan
IPO Regional
Adviser &
Head of IP,
SE Asia



Fabrice Perrono
ASEAN IP
Counsellor



Ferhat Cakmak
Criminal
intelligence
Officer



Gaurav Gogia
Principal Associate



Hazem Ibrahim
Founder &
Chief Executive
Officer



Joyce Ang
Senior Lead, Global
IP Enforcement



Kenneth Low
International Key Account
Manager (APAC Region)



Letitia Davids
Executive Director



Lonneke van Zundert
Illicit Trade Prevention
Asia Pacific



Puneet Maithani
Associate Director
- Industry Affairs



Ramesh Raj, Kishore
Regional Director
- Asia Pacific



Ray Patrick
Managing
Director



Dr. Shamsir Ali
Regional QA & HSSE Manager



Sumit Kapoor
Global Brand
Relations Manager



Suriya Padmanaabhan
Director of Programs



Dr. Tan Siang Hee
Executive Director



Tom Sofia
Intellectual
Property
(ICHIP)
Special Agent
Advisor



Tony Lugg
Chairman



Wang Huan
Associate Director for
Corporate Affairs, APAC





DAY ONE | 13th of November 2024, Wednesday

0930 CHAIRPERSON OPENING REMARKS
By **Brett Marshall**, Subject Matter Expert | Ex Corporate Head, QA & HSSE at **Zuellig Pharma**

0935 KEYNOTE SPEECHES
• Keynote Speaker by **Rizvi Mohammad Salauddin**, First Secretary, National Board of Revenue (NBR), Bangladesh Customs
• Keynote Speaker by **Kansakol Indrasawat**, Section Director, Enforcement Division, Royal Thai Customs (Thailand)

0950 VIP EXHIBITION TOUR & MORNING REFRESHMENTS

1010 Topic 1: Mapping Illicit Trade in APAC: Leveraging OSINT and Trade Data to Identify and Disrupt Illicit Supply Chains
By **Axel Hein**, Managing Director, **ApiraSol**

1030 Panel Discussion 1 **Strengthening ASEAN Customs: Collaborative Efforts to Combat Illicit Trade**
• Enhancing Information Sharing and Intelligence Gathering: Discuss methods for improving communication and data exchange between ASEAN customs authorities and private sector companies.
• Capacity Building and Training Initiatives: the need for specialized training programs for customs officials to stay ahead of evolving illicit trade tactics and how the private sector can contribute to these training initiatives.
• Public-Private Partnership Models: Analyze existing partnership frameworks and their effectiveness in combating illicit trade within the ASEAN region.

Moderator
Suriya Padmanaabhan, Director of Programs, **Transnational Alliance to Combat Illicit Trade (TRACIT)**

Panelists:
• **Gaurav Gogia**, Principal Associate, **United & United**
• **Letitia Davids**, General Manager, **South African Liquor Brand owners Association (SALBA)**
• **Kansakol Indrasawat**, Section Director, Enforcement Division, **Royal Thai Customs (Thailand)**
• **Rizvi Mohammad Salauddin**, First Secretary, **National Board of Revenue (NBR)**, Bangladesh Customs

1130 Topic 2: Effective Brand Protection - The most powerful way to protect your brand is to involve your customers
By **Kenneth Low**, International Key Account Manager (APAC Region), **Scribos - A Kurz Company**

1150 Topic 3: Measures & Standards to Choke the Counterfeits Supply Chain
By **Tony Lugg**, Chairman, **Transported Asset Protection Association (TAPA) Asia Pacific**

1210 Topic 4: Safeguarding Agriculture: Addressing the Threat of Illicit Pesticides in E-Commerce
By **Dr Tan Siang Hee**, Executive Director, **CropLife Asia**

1230 NETWORKING LUNCH

1400 Panel Discussion 2: **Unified Front: How Public-Private Partnerships are Strengthening the Battle Against Counterfeiting**
• How can public-private partnerships effectively combat the growing threat of counterfeiting in Asia?
• What roles do IP Attachés and brand owners play in strengthening these partnerships?
• How can technology and data sharing improve our fight against counterfeit goods?
• What are the next steps for enhancing cross-border cooperation and innovation in anti-counterfeiting efforts?

Moderator
Brett Marshall, Subject Matter Expert | Ex Corporate Head, QA & HSSE at **Zuellig Pharma**

Panelists:
• **Suriya Padmanaabhan**, Director of Programs, **Transnational Alliance to Combat Illicit Trade (TRACIT)**
• **Chart Chotiphol**, Senior Intellectual Property Specialist, **United States Patent and Trademark Office (USPTO)**
• **Wang Huan**, Associate Director, Corporate Affairs, **Pernod Ricard/Asia Pacific International Spirits & Wines Alliance (APISWA)**
• **Lonneke van Zundert**, Illicit Trade Prevention Asia Pacific, **Philip Morris International**
• **Desmond Tan**, IPO Regional Adviser & Head of IP, SE Asia, **Intellectual Property Office (UK)**
• **Fabrice Perrono**, ASEAN IP Counsellor, **INPI (French Patent and Trademark Office)**

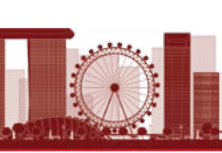
1510 AFTERNOON REFRESHMENTS

1525 Panel Discussion 3: **Securing the Pharmaceutical Supply Chain: Ensuring Authenticity and Public Health**
• Regulatory Measures: The importance of enforcing strong regulations to ensure pharmaceutical supply chain integrity.
• Technology in Supply Chain Security: How blockchain, serialization, and track-and-trace systems can prevent counterfeiting.
• Collaborative Partnerships: The role of public-private partnerships in protecting the pharmaceutical supply chain.
• Consumer Education: Raising awareness among healthcare professionals and consumers to detect and avoid counterfeit medicines.

Moderator
Ramesh Raj, Regional Director - Asia Pacific, **Pharmaceutical Security Institute (PSI)**

Panelists:
• **Dawn Barriteau**, Regional Attaché, **DHS/ICE Homeland Security Investigations, United States Embassy - Singapore**
• **Norlida Binti Abdul Rahman**, Senior Principal Assistant Director, **Ministry of Health (Malaysia)**
• **Benedict Chen**, Regional Security Advisor - APAC, Japan & China, **Novo Nordisk**
• **Bryant Kooh**, Founder & CEO, **SmartKood**

1625 CHAIRPERSON CLOSING REMARKS & END OF DAY ONE



DAY TWO | 14th of November 2024, Thursday

0930 CHAIRPERSON OPENING REMARKS
By **Brett Marshall**, Subject Matter Expert | Ex Corporate Head, QA & HSSE at **Zuellig Pharma**

0935 Topic 5: Innovating Brand Protection in a Digital Age: Strategies for Securing Integrity and Trust
By **Dr. Shamsir Ali**, Regional QA & HSSE Manager, **Zuellig Pharma**

0955 Topic 6: SmartKood's Next Frontier: Merging Brand Integrity with Unseen Revenue Streams
By **Bryant Kooh**, Founder & CEO, **SmartKood**

1015 VIP EXHIBITION TOUR & MORNING REFRESHMENTS

1030 Panel Discussion 4: Ensuring Trust In The Digital Marketplace - Strategies For Brand And Consumer Protection
• 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

Tom Sofia, International Computer Hacking and Intellectual Property (ICHIP) Special Agent Advisor, **Homeland Security Investigations, US Embassy Thailand**

Panelists:

- **Ferhat Cakmak**, Criminal Intelligence Officer, **INTERPOL**
- **Joyce Ang**, Senior Lead, Global IP Enforcement, **Alibaba International**
- **Alban Kang**, Of Counsel, **Robinson LLC**.
- **Ray Patrick**, Managing Director, **Global Trade Shield Sdn Bhd**
- **Akiyoshi (Aki) Kawabe**, Project Director, Intellectual Property Department, Legal Division, **Canon Singapore Pte. Ltd.**

1130 Topic 7: Protecting Customer Trust in Digital Space
By **Sumit Kapoor**, Global Brand Relations Manager, **Amazon Asia Pacific**

1150 Topic 8: Online to Offline (O2O) Enforcement: Actions and Challenges
By **Ray Patrick**, Managing Director, **Global Trade Shield Sdn Bhd**

1210 Topic 9: ASPA – Leading the Fight Against Counterfeiting and Ensuring Product Authenticity
By **Puneet Maithani**, Associate Director - Industry Affairs, **Authentication Solution Providers' Association (ASPA)**

1230 NETWORKING LUNCH

PLEASE JOIN US FOR
COCKTAILS
AND SOME GOOD TIMES

14 NOVEMBER 14 30 2 HOURS
• FREE FLOW OF ALCOHOLIC BEVERAGES AND SOFT DRINKS
• PICK UP/DROP OFF POINT AT HOLIDAY INN ORCHARD CITY ROAD 14 30 LOBBY GATHER AT 14 00

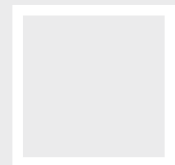
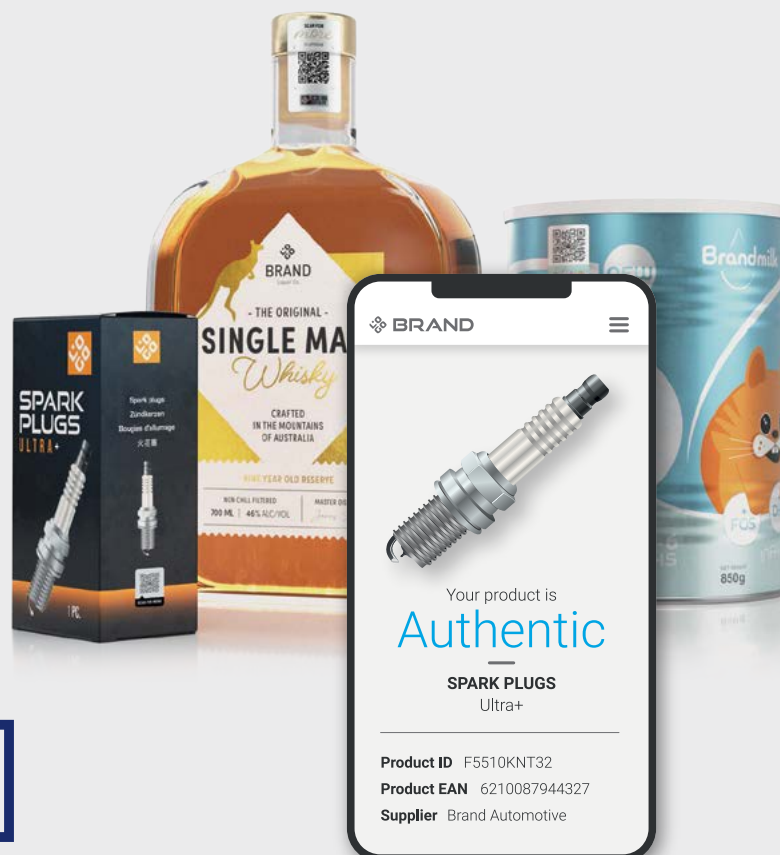


Indulge in unparalleled networking opportunities at **AsiaS Security Group - Networking Drink Reception**
Hosting at **Crown & Anchor, British High Commission at Singapore**, in conjunction with AsiaS' Conference & Exhibition on **14th November 2024**.

Innovative solutions for an effective brand protection concept



We develop and manufacture innovative, secure product markings, which can be combined with our cutting-edge digital platform. These effective brand protection solutions enable brand owners all over the world to combat counterfeiting, grey market trading and unauthorized overproduction. Moreover, they open avenues for customer interaction, track & trace and market analysis.





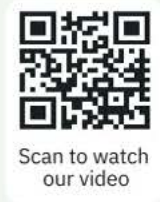
Supply Chain Intelligence Rapid Mapping of Illicit Trade

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



Luminochem company introduction

In today's world of rapid scientific and technological progress, security solution providers need the very best materials to make their products secure. Luminochem has a team of highly qualified researchers to develop top quality luminescent materials for different applications such as security printing, brand protection, coatings, fibers etc.

Luminochem is a fully integrated, highly innovative manufacturer of UV- and IR-active security pigments, dyes, dispersions and complex solutions with its own, state-of-the-art research and development department, in-house production and world-wide sales.



The company was founded in 2008 by a group of chemical engineers with a wide range of international experience in R&D projects and industrial chemical synthesis. It specialises in developing and manufacturing unique luminescent photoactive materials and markers, with the focus on organic UV-fluorescent security pigments and dyes, near infra-red absorbing materials and anti-Stokes (up-converter) pigments. In 2021 a renowned financial investor acquired majority ownership in the company providing necessary capital for our ambitious growth plans.

Main Benefits

1. Technologically advanced, functionally leading, visually fascinating materials
2. High performance and speciality chemicals
3. Grinding mills designed to manufacture fine particle sized pigments

Products

Innovative organic speciality and effect pigments, dyes and aqueous dispersions with unique, radiant emission colors. Most of our products are virtually invisible during normal daylight but become stunningly bright on exposure to different UV light (UV-A, UV-B, UV-C). We also offer NIR absorbing and up-converting materials.



Applications

Our products are used in all kinds of different applications from high-end security printing (banknotes, IDs, etc.) to brand protection. We offer product customization and exclusivity for large projects.

If you want to know more about our products please visit www.luminochem.com or contact us at sales@luminochem.com !



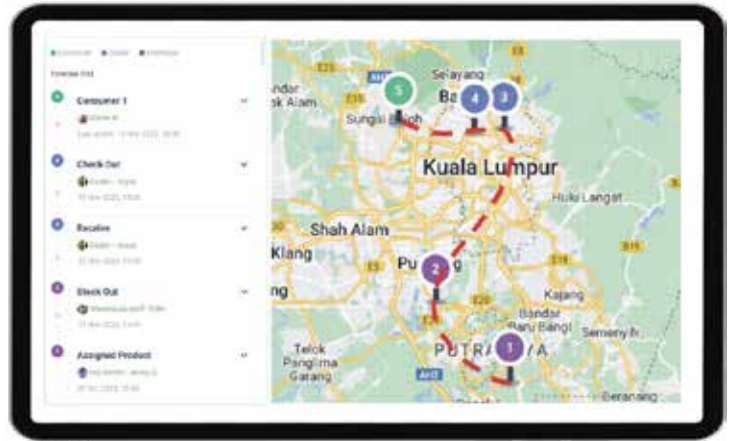


Your Ultimate Business Growth Hacking Tool



Solutions

- ▶ Digital Identity
- ▶ Anti-Counterfeit
- ▶ Product Traceability
- ▶ Consumer Engagement
- ▶ Consumer Data & Analytics



Industries



Automotive



Cosmetics



Electronics



Luxuries & Certificates



Pharmaceutical



Cigarettes & Tobacco

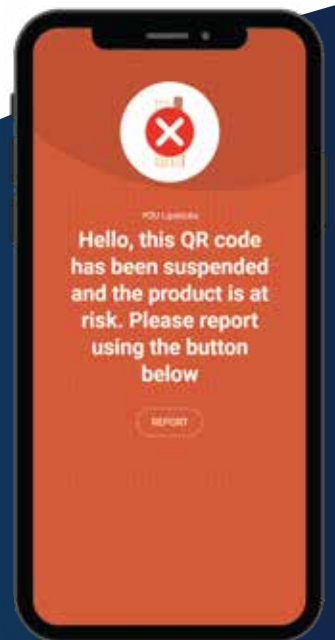
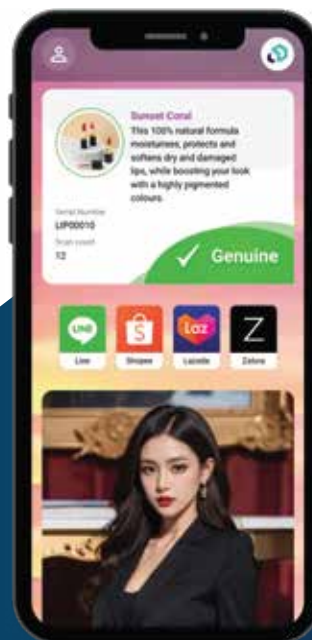
SmartKood is a powerful platform that transforms how brands secure, trace, and connect with their products and customers. With SmartKood, brands don't just protect their products—they elevate their market presence with unmatched integrity and consumer confidence.

Our Clientele



GRAND PHARMA

Endorsed & recognised by:



the INVISIBLE is a KEEPER

SECURITY
AUTHENTICATION
ANTI-COUNTERFEIT



STRENGTH Through Collaboration

YEAR
2025

From trafficking, counterfeiting and tax evasion, to illegal possession of goods, services, smuggled humans and wildlife, we recognised that illicit trade and counterfeit goods affects economies and societies as a whole - governments are losing billions in tax revenues; legitimate businesses are undermined; and consumers are exposed to poorly-made and unregulated products. The trade of contraband products is becoming a common practice worldwide due to its profitability for criminals; consumers' lack of awareness on threats associated with fraudulent purchases; lack of rigorous enforcement by the authorities; and barely to no legal actions were undertaken by brand owners to curb the problem.

At AsiaS Security Group (ASG), we recognise that illicit trade poses a significant threat to economies, businesses, and societies. Our events aim to raise awareness of the detrimental effects of illicit trade and equip attendees with the necessary tools and knowledge to combat this issue effectively. We work closely with our partners and sponsors to ensure our events are relevant, engaging, and offer insights that can be applied in the real world.

-  **EMEA Security Conference & Exhibition**
Eliminating Illicit Trade & Counterfeits in **Amsterdam, Netherlands**
23rd & 24th April 2025
-  **ASIA Security Conference & Exhibition**
Eliminating Illicit Trade & Counterfeits in **Mumbai, India**
23rd & 24th July 2025
-  **ASIA Security Conference & Exhibition**
Eliminating Illicit Trade & Counterfeits in **Singapore**
8th & 9th October 2025

Organised By:

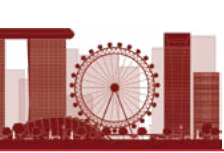


For Partnership Opportunities

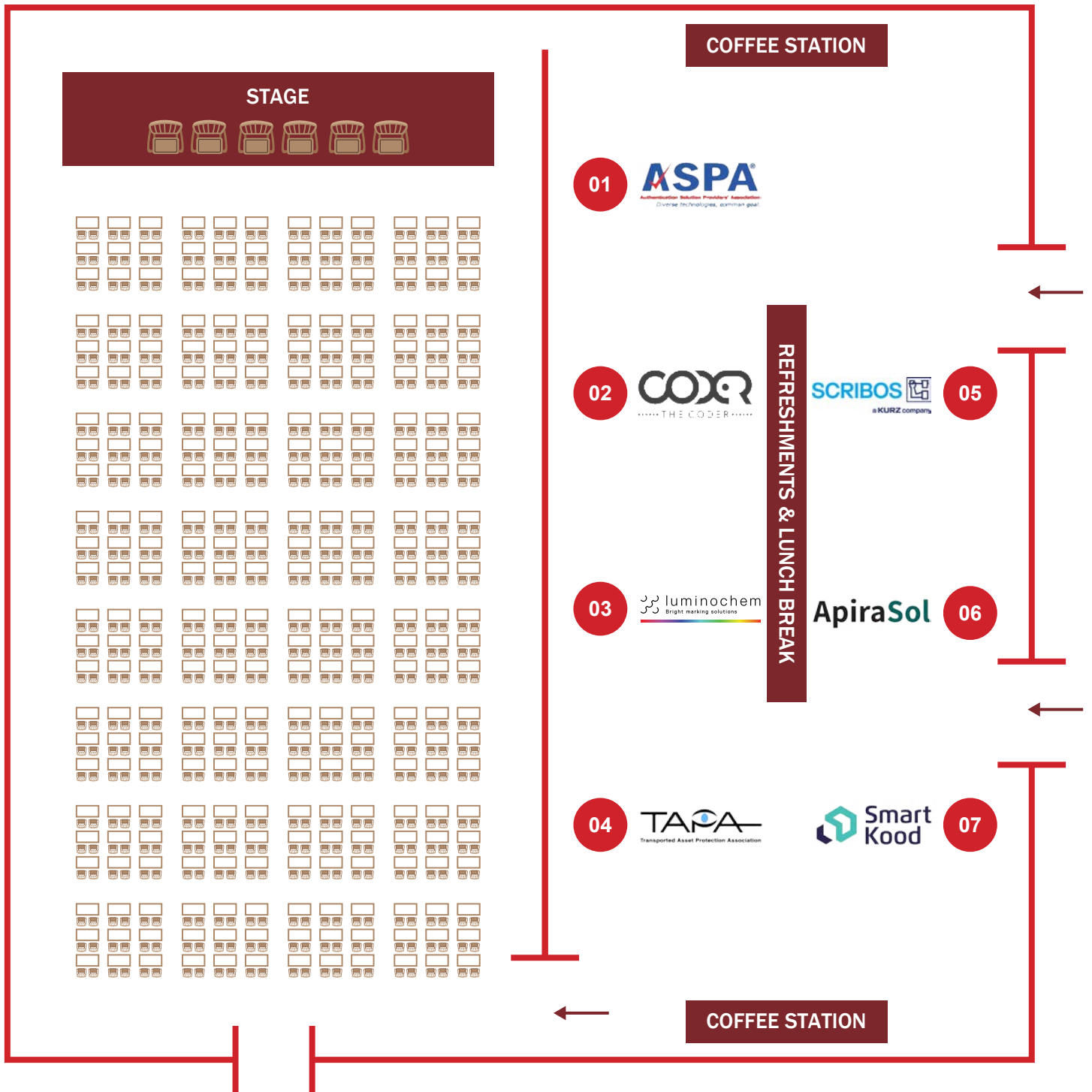
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HOLIDAY INN ORCHARD ROAD SINGAPORE - Ballroom Floor Plan





ASIAS

SECURITY GROUP

conferences & exhibitions

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.hspp.com

SPONSORSHIP & EXHIBITION

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