

Day One: Tuesday 5th February, 2019

11.00 am – 1.00 pm : Registration & Exhibition

1.00 pm – 2.00 pm : LUNCH

2.00 pm – 2.05 pm



Welcome Address

Kailash Singh
Managing Director
Tefla's

2.05 pm – 2.10 pm



Introductory Address

Pramod Krishna
Former Director General
CIABC

2.10 pm – 2.30 pm :

Keynote Address
Consumer Rights and Responsibilities in the New Era of
Consumer Protection



Bejon Misra
Founder Head, Partnership for
Safe Medicines (PSM) India

2.30 pm – 3.30 pm : **Business Session – I**

Techno-legal Presentation:
How To Address Counterfeit Products Issues



Vijay Sardana
International Agribusiness Value
Chain Expert & Member CDAC, SEBI

Evolution of Digital Security Solutions:
Protecting Supply Chains



Shrikant Kamat
Leader - Customs & International
Trade Partner/ Indirect Tax
BDO India

Is Your Brand Legally Strong?



Sunil Jose
LL.M, Principal Attorney
Suns Legal Advocates & Consultants

3.30 pm – 3.40 pm :

Q & A Session

3.40 pm – 4.00 pm :

How Can Blockchain Prevent Counterfeiting And Brand Piracy?



Sean H Washington
President, CloudCoin Consortium

Conference Program

5TH & 6TH FEBRUARY 2019 | The Leela Ambience Gurugram, Hotel & Residences, Gurugram, Delhi NCR

4.00 pm – 4.45 pm

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Business Session – II

Let's Combat against Counterfeiting more Strategically!



Shreedhar S. Parundekar

Managing Director
Brand Defence Consulting Pvt. Ltd.

The Many Facets of Piracy And The Challenges Around It



Krish Srikanth

Management Consultant in Piracy
& Counterfeiting

Seeing is Believing – The next generation first line security.



Axel Brangefeldt

Chief Sales Officer
Rolling Optics, Sweden

4.45 pm – 4.55 pm

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Q & A Session

4.55 pm – 5.50 pm

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Business Session – III

Product Traceability, a means for Brand Protection and
Gain 360-Degree Control Over the Channel Sales.



Divay Kumar

Co-Founder & CEO
Original4Sure

Securing your Brand in Digital age?



Diwaker Bharadwaj

President- Marketing Communications and
Packaging Development, Polycab India Limited

Funding of Terrorism Activities in J&K



Lt Gen BS Jaswal

PVSM, AVSM**, VSM

5.50 pm – 6.00 pm

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Q & A Session

6.00 pm – 7.00 pm

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Visit Exhibition & Networking

7.00 pm Onwards

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Awards, Entertainment & Cocktails & Dinner

Conference Program

5TH & 6TH FEBRUARY 2019 | The Leela Ambience Gurugram, Hotel & Residences, Gurugram, Delhi NCR

Day Two: Wednesday, 6th February, 2019

10.10 am – 10.15 am **Welcome & Introductory Address**



Mansoor Ali
Managing Director
EFF TIMES

10.15 am – 11.00 am **Business Session – IV**



Anti-counterfeiting solutions for the Pharma / Alcohol industry
How to address spurious product and product diversion issues within this industry? Effective anti-counterfeiting solutions. Is there anything foolproof?

Rajiv Hiranandani
Executive Director & Co-founder
Onspot Solutions



Overview Of Asian Vision And Roadmap
When It Comes To Brand Protection

Puja Tiwari
Senior Manager – Legal,
Godfrey Phillips India Ltd.



Product & Packaging Security
Demanding financial guarantee from vendors upon Brand-Duplication
Understanding how Stop-gap solution end-up promoting counterfeit?
Stop making Difficult-to-Duplicate claims -Are we protected from unofficial production of Originals?

Ashish Anand
Technical Director
Linksmart Technologies



Advancement in Disruptive Technologies,
their Adoption and Success Stories
from the World

Abhishek Agrawal
CoFounder - Director
NeuroTags

11.00 am – 11.10 am **Q & A Session**

11.10 am – 11.25 am **ENERGY BREAK**

11.25 am – 12.25 pm **Business Session – V**

Enabling Product Authentication & Counterfeit
Detection Through GS1 Standards



S. Swaminathan
Chief General Manager
GS1 India

Intellectual Property Protection for Patents, Trademarks
and Copy Rights. Securing your Brand in the Digital Age



Sanjay Kaushik
Managing Director
Netrika Consulting India Pvt Ltd.

Hologram, QR Code, RFID & Blockchain,
friends or foe?



Ankit Gupta
Director – Strategy
Holostik India Ltd

Building & Protecting Brand Equity in a Competitive Environment



Samar Singh Sheikawat
Principal Associate and Advisor
Vizanar Alcobev & FMCG Advisors Limited

12.25 pm – 12.35 pm **Q & A Session**

Conference Program

5TH & 6TH FEBRUARY 2019 | The Leela Ambience Gurugram, Hotel & Residences, Gurugram, Delhi NCR

12.35 pm – 1.30 pm

Panel Discussion - Anti Counterfeiting & Brand Protection: Road Ahead



Moderator

Vijay Sardana

International Agribusiness Value
Chain Expert & Member CDAC, SEBI

Guest Panelists:



Bejon Misra

Founder Head,
Partnership for Safe Medicines (PSM)



Taran Adarsh

Indian Film Critic, Journalist,
Editor and Film Trade Analyst



Lt Gen BS Jaswal

PVSM, AVSM**, VSM



Axel Brangefeldt

Chief Sales Officer
Rolling Optics, Sweden

1.30 pm – 1.35 pm

Concluding Remarks, Vote of thanks & Announcement of COBRA 2020

Pramod Krishna

Former Director General, CIABC

1.35 pm onwards

Lunch

Exhibition up to 4 PM
