

ASIA SECURITY

ANTI-COUNTERFEITING, TRADEMARK
& BRAND PROTECTION

CONFERENCE & EXHIBITION

2023

26th & 27th July, 2023

Singapore, Republic of Singapore

Dusit Thani Laguna Singapore

*A Global conference
designed with the vision
of Delivering a future
where Illicit trade &
Counterfeits are
ELIMINATED!*

www.hspbp.com

#ASIASec2023

ORGANISER



SUPPORTING PARTNER



EU-ASEAN
BUSINESS COUNCIL

TAPA
Transported Asset Protection Association



Intellectual Property Office

PLATINUM PARTNER

laava
The Global Mark of Trust™

GOLD PARTNERS

SCRIBOS
a KURZ company



SERUNAI



Trusted Secure Professional

EXHIBITOR PARTNER

NANOCMS
NANO MATERIALS & APPLICATIONS

Welcome to **ASIA SECURITY**

26th & 27th July, 2023

Singapore, Republic of Singapore

*A Global conference designed
with the vision of Delivering a
future where Illicit trade &
Counterfeits are ELIMINATED!*

**ANTI-COUNTERFEITING, TRADEMARK
& BRAND PROTECTION**

Illicit trade & Counterfeiting is a serious and growing threat to society.

Through smuggling, counterfeit and tax evasion, governments are losing billions in lost tax revenues, legitimate businesses are being undermined, and consumers are being exposed to poorly made and unregulated products. ASIA Security Conference & Exhibition brings together brand owners, regulators, law enforcement, government policy-makers, and security solution providers to discuss discuss the industry challenges for Anti Counterfeiting , Online Brand Protection, Cross Border Product Security, product smuggling and diversion, illicit trade threats towards governments, brands and society.

For the first time, ASIA Security Conference & Exhibition | High Security Printing, Anti-Counterfeiting & Brand Protection will be hosted in Singapore City, Republic of Singapore under the theme of "Combating Illicit Trade & Counterfeiting in APAC Region" where we will bring together an international audience of over 300 leading specialists discussing latest trends, developments, threats and solutions relating to illicit trade & counterfeiting across industries.

The event offers the chance to discuss winning strategies, successful examples and innovative new technologies, with a special emphasis on the APAC region through an interactive Panel Discussions, Case Studies & Presentations, as well as a vibrant Networking Sessions & an Exhibition.

We look forward to you joining the discussion, sharing your knowledge, and networking with industry experts, colleagues and friends from around the globe. Welcome!

Hazem Ibrahim

Hazem Ibrahim

Founder & CEO

2023

DAY ONE

0930 **Organiser Opening Remarks**
Hazem Ibrahim, Founder & CEO, Asias Security Group

0940 **Chairperson Opening Remarks**

0950 **Keynote Speeches**

- Invited Keynote Speaker: **Minister, Ministry of Finance, Singapore**
- Invited Keynote Speaker: **Director General, Singapore Customs**
- Invited Keynote Speaker: **Chris Humphrey, Executive Director, EU-ASEAN Business Council**

1010 **VIP EXHIBITION TOUR & MORNING REFRESHMENTS**

1030 **Topic 1 Presentation**
Open for Sponsorship

1050 **Topic 2 Case Study**
To be announced

1110 **Topic 3 Presentation**
Gavin Ger, CO-Founder & CEO, Laava

1130 **Topic 4 - Case Study**
To be announced

1150 **Topic 5 Topic to be Announced**
By Christoph Stegemann, Vice President, Global Sales, Scribos

1210 **Topic 6 Case Study**
To be announced

1230 **Topic 7 Topic to be Announced**
By

1300 **NETWORKING LUNCH (PLATINUM SPONSOR)**

1400 **Panel Discussion 1 Public Private Partnerships: Effective ways to coordinate efforts and leverage the strengths of different stakeholders in the fight against counterfeiting.**

- Developing Legal Frameworks, Policies, Regulations and Procedures to combat Illicit Trade.
- How are governments across the region working together to tackle illicit trade?
- How can greater collaboration between the public and private sectors be facilitated?

Sponsored By

Moderator

- Chris Humphrey, Executive Director, EU-ASEAN Business Council

Panelist:

- Esteban Giudici, Senior Policy Advisor, Transnational Alliance to Combat Illicit Trade (TRACIT)
- Senior Representative, Asia Pacific International Wines & Spirits Alliance (APIWSA)
- Senior Representative, Philip Morris International
-

1500 **Corporate Presentation By Sponsor**

1515 **AFTERNOON REFRESHMENTS (GOLD SPONSOR)**

1530 **Panel Discussion 2 Technology and the Fight against Illicit Trade: Protecting Consumers, Brands and Revenues**

- How Technology Can Curb Illicit Trade?
- What are the latest technology advances? How is it utilized & measured?
- The role of government and law enforcement in using technology to combat illicit trade?
- Future trends and developments: What can be expected?

Sponsored By

Moderator

- TO BE ANNOUNCED

Panelist:

- TO BE ANNOUNCED
- TO BE ANNOUNCED
- TO BE ANNOUNCED
- TO BE ANNOUNCED

1645 **Corporate Presentation By Sponsor**

1655 **CHAIRPERSON CLOSING REMARKS & END OF DAY ONE**

DAY TWO

0930 Chairperson Opening Remarks

0940 Topic 1 Presentation
Open for Sponsorship

0950 Topic 2 Presentation
Open for Sponsorship

1010 VIP EXHIBITION TOUR & MORNING REFRESHMENTS

1030 Panel Discussion 3 The Global threat of Trade in falsified medicines: A danger to health and development

- What are effective Legislative & Regulation Measures for Dealing with Counterfeit Drugs?
- Enforcement efforts and partnership with industry: A needed strategy addressing counterfeit drugs.
- Effective Technology Tools for Fighting Substandard and Falsified Medicines: Authentication, traceability, & serialization, How do they work?
- Communication Strategies and raising Public Awareness on the threat of Counterfeit Medicines, Cosmetics and Personal Care Goods.

Moderator

- Ramesh Raj, Regional Director - Asia Pacific, Pharmaceutical Security Institute

Panelist:

- Senior Representative, INTERPOL
- TO BE ANNOUNCED
- TO BE ANNOUNCED
- TO BE ANNOUNCED

1130 Corporate Presentation By Sponsor

1145 Topic 3 TO BE ANNOUNCED

1215 Topic 4 TO BE ANNOUNCED

1245 Topic 5 OPEN FOR SPONSORSHIP

1300 NETWORKING LUNCH (GOLD SPONSOR)

1400 Panel Discussion 4 Online Brand Protection: PROTECTING BRANDS AND CONSUMERS OVER MULTIPLE ONLINE CHANNELS

- Emerging threats posed by global change in commerce habits
- Digital IP enforcement and fight of counterfeits
- Challenges of international prosecution and enforcement of parallel trade on e-commerce
- E-commerce and the surge of small, individual packages: How can we enforce inspection and risks assess the contents? What are the technologies available?

Sponsored By

Moderator

- TO BE ANNOUNCED

Panelist:

- Hadi Al Kanani, Global Relations Manager – Brand Protection, MENA, Amazon
- TO BE ANNOUNCED
- TO BE ANNOUNCED
- TO BE ANNOUNCED

1500 Corporate Presentation By Sponsor

1515 Topic 6 TO BE ANNOUNCED

1545 Topic 7 TO BE ANNOUNCED

1605 CHAIRPERSON CLOSING REMARKS & END OF DAY ONE

Who Attends?

Asia Security Conference & Exhibition main objective is to involve Government Authorities, Brand Owners and Security Solution Providers under one platform to discuss issues and challenges related to Illicit Trade & Counterfeiting and what are the future actions that should be taken in the aim of combating illicit trade and counterfeiters in the APAC Region.

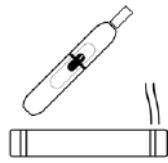
The conference will bring together an international audience of over 300 leading specialists discussing latest trends, developments, threats and solutions relating to illicit trade & counterfeiting across industries.

Brand Owners

CEOs, CMOs, COOs, Marketing Directors, Heads of Legal, Heads of Government Affairs/Regulatory Affairs, External Affairs, Supply Chain, Heads of Drug Safety, Heads of Compliance, General Counsel, IP Counsel, Legal Counsel, Head of Intellectual Property, Director Track & Trace, Global Head Brand Security, Heads of Brand Protection, Anti-Counterfeiting Managers, Packaging Security and Development Managers etc..



Pharmaceuticals



Tobacco



Alcohol



FMCG



Cosmetics &
Personal Care



Oil & Gas



Automotive Parts

Government Authorities



Customs Authority & Law Enforcement Agencies

Director Generals, Deputy Director Generals, Senior Managers and Law Enforcement Team



Ministries

Ministers, Deputy Ministers, Senior Managers from Ministry of Finance, Domestic Affairs, International Trade & Ministry of Health



Central & Commercial Banks + Bank Note Issuing Authority

Director Generals, Deputy Director Generals, Senior Managers and Law Enforcement Team

PLATINUM PARTNER



Trusted Secure Professional

Percetakan Nasional Malaysia Berhad (PNMB) was established in 1888 as the 'Government Printing Office' in Taiping under the Perak State Government.

Today, PNMB provides comprehensive and integrated solutions incorporating latest technologies including Track and Trace Solutions, Internet of Things and various other complete systems in all our products such as Smart Card Solutions and Security Printing.

PNMB is also a licensed security printer to the Government of Malaysia with a network of 11 branches and outlets nationwide.

PLATINUM PARTNER



Formed in 2009, Serunai offers a range of products and services designed to enhance global Halal marketplace connectivity and transparency.

The increasing demand of Halal products in both local and international market allows Serunai to create digital platforms to interconnect Halal producers and consumers globally.

Our ambition is to make a contribution to the economy and society in which we operate.

PLATINUM PARTNER



a KURZ company

In our experience, a sustainable brand protection programme must convince in the three dimensions of security, effectiveness and scalability. Only by fulfilling these three dimensions the customer receives true value: Counterfeits are driven out of the market and trust in the brand is strengthened.

As a market-leading provider of brand protection solutions, we continuously evaluate our solutions along these three dimensions and try to strengthen them through technological innovation.

This is how we push the boundaries of what is possible in the field of brand and counterfeit protection every day.

SECURE. EFFECTIVE. SCALABLE

GOLD PARTNER



SECURITY PACKAGING SOLUTIONS

Certiline's security packaging and machines create a 100% safe, smart and valuable ecosystem. Leading worldwide for high-security solutions and packaging, Certiline srl manufactures tamper-proof security cases for minted gold bars and other precious items such as ingots, diamonds, medals, and coins.

Powered by the latest technology and machines, Certiline srl offers to the user an ecosystem of security services and solutions.

Certiline's products create an adding value to your precious goods, embedding the highest security features with the possibility to check originality & integrity & geolocalization.

GOLD PARTNER



Headquartered in Switzerland, SICPA is a leading global provider of secured authentication, identification and traceability solutions and services. For almost a century, SICPA has worked with partners to combine security technology expertise and digital innovation to ensure the authenticity of banknotes and identity documents worldwide.

SICPA is a leader in cutting edge branded technologies for the product and brand protection market. Our time-tested and new generation technologies help companies protect brands, products and supply chains from the growing trade in counterfeit goods.

Operating on five continents, SICPA provides technologies and services to most governments, central banks and security printers and works with a wide range of commercial companies across the globe to tackle the most pressing brand protection challenges.

SILVER PARTNER



VerifyMe offers a range of brand protection technologies to authenticate products and packaging reducing product counterfeiting and diversion. These solutions can also be used to better engage your customers, saving money and increasing sales.

Brand Protection & Consumer Engagement experts: AUTHENTICATE - TRACK - ENGAGE

Bringing together 360° brand protection technologies to tailor anti-counterfeiting and diversion solutions to your and your clients' unique needs.

SILVER PARTNER



SECURITY PRINTING

Jura is a global brand name as a reputed supplier of the security printing market, offering a wide range of security solutions from ID document personalization, high security prepress and plate-making solutions, to digital security and consultancy.

High-security Prepress Solutions: Jura's design software packages are in function at more than 100 governmental and licensed security printers worldwide. The Corvina software family provides a complete solution for banknote and high-security design. Corvina Engraver, the world-leading software application is The 21st Century's Digital Toolset for hand engravers and graphic artists.

Digital security printing - Brand Protection: Jura is offering design solutions for the fast-developing digital security printing market, has proprietary, worldwide-patented hidden-image technology to protect security products and enhance brand protection. Most of them can be detected by smartphone.

SILVER PARTNER



VERITRACE work with commercial businesses and governments to create printed products that guard against counterfeiting, product diversion and fraud. Our process integrates both print and anti-counterfeiting security technologies into one multi-layered solution.

SECURE PRINT SOLUTIONS

Utilizing intaglio, flexographic, rotary screen, offset and holographic processes, VeriTrace produces labels, tapes, seals and documents designed to verify their authenticity and provide anti-counterfeiting security technologies into one multi-layered solution.

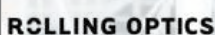
SILVER PARTNER



Counterfeiting is organized crime which we refuse to tolerate. We therefore help our clients fight against it in order to protect brand values as well as maintain and strengthen the trust in their brands and products.

From exclusive banknote security to the easy-to-use digital solution for protecting genuine products against counterfeiting, anti-counterfeit solutions are created for product authentication and brand value protection.

SILVER PARTNER



Rolling Optics offers the most secure and attractive visual anti-counterfeit solution available. The patented and exceptionally complex technology creates a stunning 3D effect, virtually impossible to replicate. By simply looking at the 3D security labels the consumer will instantly recognize they are buying a genuine product. There is no need for special lighting or reading devices to authenticate the product. After implementing RO solutions, brands have seen a sharp decline in counterfeits resulting in protected customers and rapidly increased revenues.

Put your company in front of hundreds of potential customers at one of the most important conferences in the industry

SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver
Conference Involvement			
Panel Participation	Yes / Day One	Yes / Day Two	—
20 Mins Presentation	Yes	Yes	Yes
Exhibitor/Delegate Passes			
Exhibition Booth	6x3m / Priority Location	4x3m	3x3m
Delegate Pass	10	7	5
VIP Passes (Clients, Partners, Stakeholders)	10	5	3
Gala Dinner Pass	2	1	—
Branding Opportunities			
Pre-Event			
Promotional Email Campaigns on behalf of the partner <small>*content to be provided by partner</small>	2	1	
Company Logo & Biography on event website	Yes First Placement	Yes	Yes
During Event			
Logo on Conference Main Backdrop	Yes	Yes	
Logo on Conference Main Display Screen	Yes	Yes	Yes
Logo Display at Exhibition Area	Yes	Yes	Yes
Printed Advertisement on Conference Programme	Full Page Ad	Half Page Ad	Half Page Ad
Acknowledgement of partners during the opening and closing address	Yes	Yes	Yes
Networking Opportunities			
1:1 Pre-arranged meetings with potential clients <small>* upon attendees' consent</small>	7 Meetings	5 Meetings	
Access to Business Matchmaking Platform	Yes	Yes	Yes
Full Delegate List	3 week prior to the Event	10 Days prior to the Event	Post-Event
Investment			
Total (Incl GST)	\$22,500	\$16,500	\$11,000
Max Package Available	3	5	7

OTHER PACKAGES

GALA DINNER SPONSOR

The Gala Dinner is the key social engagement of the meeting guaranteeing the opportunity to host delegates for a memorable evening of networking in a stunning location. This exclusive opportunity gives you the opportunity to be at the epicentre of the meeting's social calendar.

Sponsorship package includes:

- three (3) complimentary tickets to the Gala Dinner
- one reserved table at the Gala Dinner in a prime position
- naming rights to your sponsored event
- opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the event
- company logo featured prominently on conference marketing
- recognition as 'Gala Dinner sponsor' with company logo on the sponsors holding slide
- a delegate contact list of those who attend the gala dinner and have agreed to have their details distributed, post event only
- signage provided by you displayed at the Gala Dinner location.

\$10,000 ONE AVAILABLE

SITE TOUR SPONSOR

Sponsorship of the site tour provides a unique and high-value opportunity for your company to engage with prospective customers and demonstrate your leadership position in the industry. Your sponsorship will deliver these events at an affordable cost for delegates.

Sponsorship package includes:

- naming rights to your sponsored event
- conference passes (to provided list of delegates)
- opportunity for a representative from your organisation to make a 3 to 5-minute presentation at the site tour
- company logo featured on conference marketing
- opportunity for two additional company representatives to attend
- recognition as 'site tour sponsor' with company logo on the sponsors holding slide
- a delegate contact list of those who attend the site tour and have agreed to have their details distributed, post event only

\$7,000 ONE AVAILABLE

LANYARD SPONSOR

Receive high-level visibility through exclusive sponsorship of the official conference lanyard! Lanyards are distributed to each delegate at registration and your logo will be prominently featured throughout the conference.

Sponsorship package includes:

- recognition as a lanyard sponsor with company logo to appear on all conference lanyards.
- recognition as a 'lanyard sponsor' in conference marketing
- listing in conference app including logo, bio and ability to upload brochures

Note: Sponsor to supply the quantity of lanyards required.

\$2,000 ONE AVAILABLE

EXHIBITION PACKAGES



Showcase your solutions and services to potential customers at one of the most important exhibition in the industry.

STANDARD EXHIBITOR

\$5,000

Early Booking
(Before December, 2022)

\$5,750

Standard Booking

- ✓ 3mx2m
- ✓ 5 Delegate Passes
- ✓ Online & Offline Marketing on event's material
- ✓ Access to One on One Business Matchmaking System
- ✓ Half Page Advertisement on Printed Brochure

ENHANCED EXHIBITOR

\$6,000

Early Booking
(Before December, 2022)

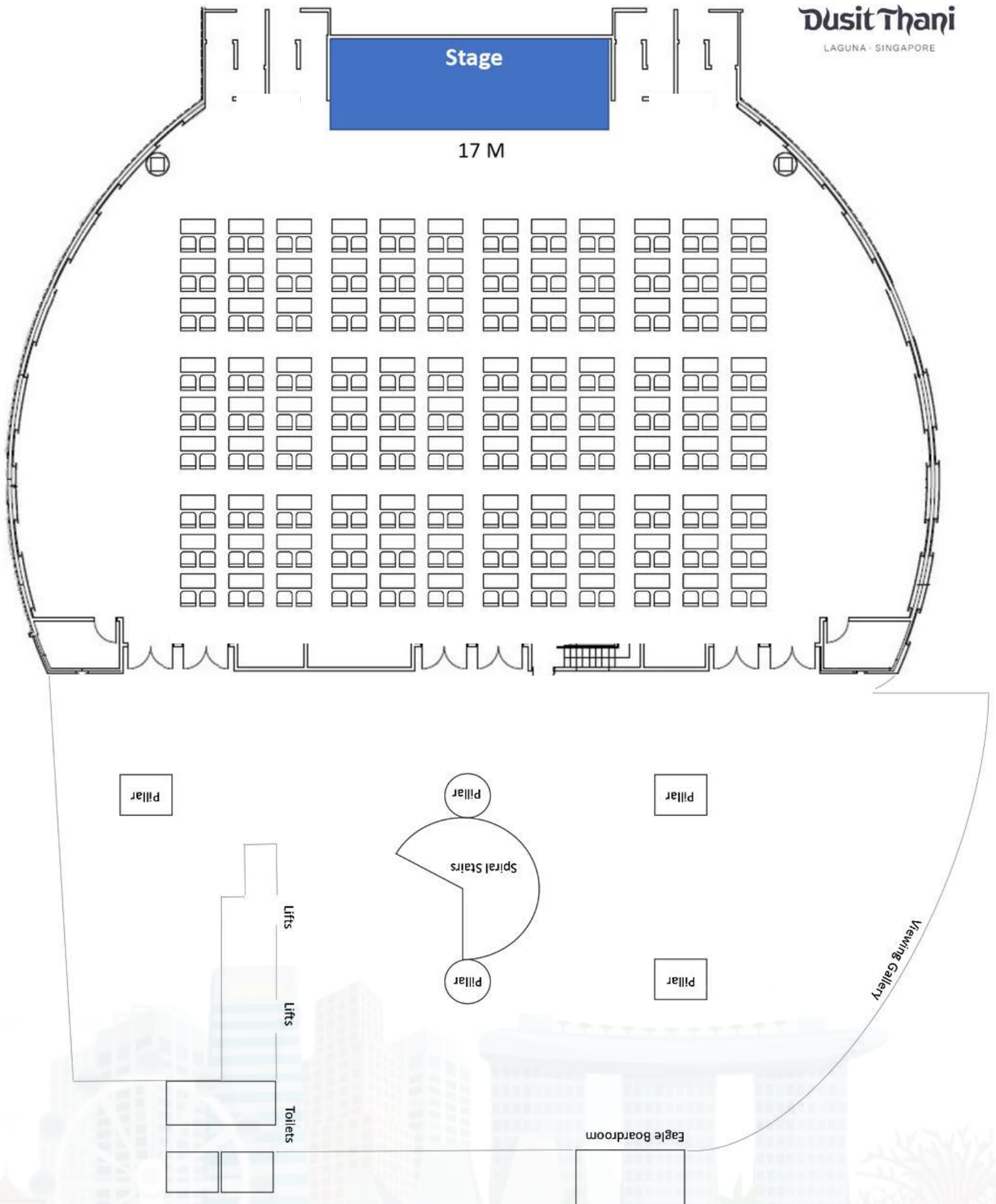
\$6,750

Standard Booking

- ✓ 3mx2m
- ✓ 6 Delegate Passes
- ✓ Online & Offline Marketing on event's material
- ✓ Access to One on One Business Matchmaking System
- ✓ Half Page Advertisement on Printed Brochure
- ✓ Full Delegate List (Post-Event)



LAGUNA BALLROOM & PRE-FUNCTION AREA





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, humans and wildlife, illicit trade is compromising the attainment of economic and social development goals in significant ways, crowding out legitimate economic activity, 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 the Key to combating Illicit Trade, therefore, our aim in organizing conferences is to provide an open dialogue platform to enhance cooperation and to share best practices 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

**SPONSORSHIP & EXHIBITION
COLLABORATION & PARTNERSHIPS**

Hazem Ibrahim: hazemm@hspbp.com
Tel: (+60) 14 331 2304

SPEAKING ENQUIRIES

Vivian Lim: vivian@asia-security.com
Tel: (+60) 14 331 2304

**ASIAS SECURITY GROUP SDN. BHD.
(1346472U)**

B-9-10 Laman Scenaria North Kiara,
No.6, Jalan 6/38a, Taman Sri Sinar, 51200
Kuala Lumpur, Malaysia