



4th INTERNATIONAL CONFERENCE
MASCRADE 2017
MOVEMENT AGAINST **SMUGGLING & COUNTERFEIT TRADE**

Save the Dates

12-13 OCT, 2017

ITC Maurya, New Delhi







Protect Your Brand Globally:
Fight Counterfeiting, Smuggling and Piracy

Aim: *Designing Tangible Solutions to Counter Illicit Trade in Global Markets*

Sessions on

- ✘ Countering Illicit Market Operations – Synergies to Secure Our Future
- ✘ Combating Content Theft in the Digital World – Strategies and Solutions
- ✘ Defending Your Brand - Measuring the Reputational and Financial Impact on Your Business
- ✘ Senior Leadership Discussion: Assess Your Anti- Counterfeiting, Anti-Smuggling & Brand Protection Activities and Determine their Business Worth
- ✘ Building Collaboration with Law Enforcement Agencies – Eliciting Responses Against Illicit Trade and Cross Border Organized Crime

Delegates from

-  **Industry**
-  **Enforcement Agencies**
-  **Technology Providers**
-  **Voluntary Consumer Organisations**
-  **Legal Experts**
-  **Media**

Problem

Problem

Solution

EXHIBIT YOUR SOLUTIONS

Authentication Solutions is an Element of the Global Brand Protection Strategy

Exhibition Highlights

Participation of leading brand owners

International Participation from USA, UK, Belgium, Paris, Singapore, Japan, Germany and Australia

Over 30 decision makers from India and abroad deliberating at the conference

Why Exhibit?

An opportunity to showcase anti-counterfeiting technology and authentication solutions

Sharing information and demonstrating the latest technologies, products and services

Meet and interact with the decision makers of the industry

Use the Exhibition platform as a Launch pad

Live demonstration & comparison of products and technology to the trade & consumers

Look into your customer and customer's customer

Participation of key brands in the previous editions

Asian Paints
Bayer CropScience Ltd.
Beiersdorf
Ford India Pvt. Ltd.
Gitanjali Group
Godrej Consumer Products Ltd.

Hindustan Unilever Ltd.
Hyundai MOBIS
ITC Ltd.
LG Electronics India Pvt. Ltd.
Mercedes-Benz India Pvt. Ltd.
Microsoft Corporation India Pvt. Ltd.

Nestle India Ltd.
Pernod Ricard India
Pfizer Ltd.
Proctor & Gamble
Sanofi India Limited
United Spirits Ltd.

For further information on registration, partnership and exhibiting opportunity please contact:

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