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BRAND PROTECTION & ANTI-COUNTERFEITING

SUPPORTED BY:



REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

26-27 October 2016 | Beirut, Lebanon

Staying one step ahead of counterfeiters by enhancing public private partnerships and improving physical and online brand protection

KEY SPEAKERS:



Alia Abbas
Director of Economy
and Trade
**Ministry of Economy
and Trade Lebanon**



Wissam El Amil
Head of IP Unit
**Ministry of Economy &
Trade Lebanon**



Karim Kattouf
Investigator Middle East
& Africa,
**Cisco Brand Protection
Cisco**



Omar Shteiwi
Chief Compliance
Officer
**Abdul Latif Jameel
Motors**



Imad Mokdad
Senior CIS Middle East,
Brand Protection Unit
Beiersdorf

- **Roger Tanios**, General Counsel, **INDEVCO Group**
- **Hisham F. Abou Ibrahim**, Head of Customs Studies Department, **Higher Council of Lebanese Customs**
- **Moutaz Abdullat**, General Legal Counsel, **Ferrero**
- **Laurice Skaff**, Supply Chain Project Manager, **Transmed SAL**
- **Malek Hannouf**, Head of Anti-Counterfeiting, Middle East & Africa, **Louis Vuitton Middle East FZCO**
- **Joëlle Bou Abboud**, Group In-House Legal Counsel, **Holdal**
- **Wael Adhami**, Anti-Counterfeiting Manager, **HP**
- **Asaad Salhab**, Board Member, **Multibrands Group**

TOP 5 REASONS TO ATTEND:



1
Learn how to evolve your brand protection strategy to deliver the best results for your business and maintain your brand's integrity



2
Gain an understanding about counterfeiters' tactics, innovations and ideas to stay one step ahead



3
Strengthen your brand's integrity by eliminating online infringement through social media, websites and online marketplaces



4
Discover what other brand owners are doing in order to secure their brand and minimise costs involved in implementing an effective brand protection strategy



5
Discuss how improving public private partnerships and developing strong communication ties can help eradicate counterfeits

"The speaker panel was very good"
Engineering Lead,
SecTrade AG

MEDIA PARTNERS:

WIPR
WORLD INTELLECTUAL PROPERTY REVIEW

LegalQ

RESEARCHED AND DEVELOPED BY:

IQPC
International Quality & Productivity Center

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EVENT OVERVIEW

Dear Colleague,

Today, counterfeiting has become a growing problem due the huge increase in attempts of illicit trade. Counterfeiters have started to adopt more sophisticated methods in creating fakes making it difficult to detect infringements, therefore posing greater threat to consumers.

The total magnitude of counterfeiting and piracy worldwide is estimated at over \$600 billion. Given the price-competitive nature of the market, it is evident that all brands stand an equal chance of being counterfeited. It has become important, now more than ever before, for brand owners and authorities to stay one step ahead of counterfeiters in order protect their customers and maintain their brand's integrity.

In this evolving market, brand owners can no longer focus on border control to reduce illicit trade. The current digital age has increased the existence of counterfeiters on the world wide web and brand owners need to focus their anti-counterfeiting efforts towards both physical and online markets. Collaboration with IP and brand protection thought leaders, law firms, investigation service providers and many others is crucial to combat counterfeits and enhance brand protection.

IQPC's **Brand Protection and Anti-Counterfeiting** conference is designed exclusively for enforcement authorities and heads of anti-counterfeiting, brand protection, trademarks, security, investigations and more, to help you reduce trademark infringement, minimise counterfeits, sustain your brand's image and therefore increase your revenue?

Take this opportunity to gain an in-depth understanding of some of the most pressing issues being considered in the brand protection space. Learn about the evolving threat landscape and understand how other companies have been tackling this issue by learning from our interactive panel discussions, hearing first-hand case studies and participating in our interactive group discussions led by thought leaders.

Join us at the **Brand Protection and Anti-Counterfeiting** conference to learn how your brand can enhance its brand protection strategy to fight against the trademark infringement and illicit trade actions undertaken by counterfeiters in the region.

I look forward to seeing you in October.

Sincerely,

Shivani Moorjani

Senior Conference Producer

IQPC Middle East

Here's a sample of companies that have attended other IQPC Brand Protection and Anti-Counterfeiting conferences in other regions

Vodafone	Philip Morris
Apple, Inc	Toyota
Kellogg Company	Tyco
Johnson & Johnson	Net Names
Cisco Systems	Procter & Gamble
Furla	Mastercard Worldwide
Mark Monitor	Nvidia
Motorola	Brady
LG Electronics	Levi Strauss & Co.
Xerox Corporation	Hewlett Packard
Sony	ExxonMobil
General Motors	Motorola

WHO SHOULD ATTEND?

INDUSTRIES:

- Government: Customs, Economic Departments, Ministry of Trade and Local Authorities
- Police
- Law Firms
- Brands Owners (Industries include: Pharmaceuticals, FMCG, Luxury Brands, Automobile, Electronics, Music and more)
- Trademark Data Management
- Online Market Screening and Case Management Systems
- Security Technology (Such as: Labels, Holograms, Tags, QRC, GTIN Codes and more)

JOB FUNCTIONS:

(Senior Executives, Directors, Managers and Heads of):

- Anti-Counterfeiting
- Brand Protection
- Intellectual Property
- Brand Management
- Legal Affairs
- Cyber Crime
- Corporate Security
- Investigation
- In-House Legal Counsels
- IP Lawyers



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Bengaluru, Berlin, Dubai, Johannesburg, London, New York, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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CONFERENCE DAY ONE:

Wednesday, 26 October 2016

08:30 **Registration, refreshments and networking**

08:45 **Welcome note and opening remarks**

9:00 **IP protection in Lebanon**

Opening keynote speech: **Alia Abbas**, General Director of Economy and Trade, **Ministry of Economy and Trade Lebanon**

9:30 **Strengthening your first line of defense: Highlighting the role of customs in protecting brand owners from counterfeits**

- Highlighting the various technologies and mechanisms used by enforcement authorities to identify illicit trade
- Showcasing examples of counterfeit cases handled by enforcement authorities and steps taken by customs to seize counterfeited goods
- Developing an understanding of how customs has worked with brand owners on each of these cases to identify, seize and remove counterfeits from the market

Hisham F. Abou Ibrahim, Head of Customs Studies Department, **Higher Council of Lebanese Customs**

10:00 **Overview of intellectual property legislation and enforcement in Lebanon: Shedding light on the recent developments and potential changes**

- Learn about the draft law, IP administration and IP support services in Lebanon
- Discover best practices to protect your brands and role of the IP office in enforcing IP protection in the country
- Understand how customs and IP office involvement can assist brand owners in their fight against counterfeits

Wissam El Amil, Head of IP Unit, **Ministry of Economy & Trade Lebanon**

10:30 **Morning networking break**

11:00 **Creating public private partnerships in combatting counterfeits**

Panel discussion:

- Enhancing communication and exchange of dialogue between customs, enforcement authorities, brand owners and all other stake holders working towards combatting IP threat
- How to develop and enhance methods related to border control?
- Discussing issues related to technical capacity and availability of human resources for enforcement
- Market measures to ensure more effectiveness in combatting counterfeits, protect IP rights and Lebanese consumers
- Shedding light on the legal systems within the Middle East region and providing suggestions on improvements

MODERATOR:

Omar Shteiwi, Chief Compliance Officer, **Abdul Latif Jameel Motors**

PANELLISTS:

Alia Abbas, General Director of Economy and Trade, **Ministry of Economy and Trade Lebanon**

Wissam El Amil, Head of IP Unit, **Ministry of Economy & Trade Lebanon**

Karim Kattouf, Investigator - Middle East & Africa, Cisco Brand Protection, **Cisco**

Laurice Skaff, Supply Chain Project Manager, **Transmed SAL**

Malek Hannouf, Head of Anti-Counterfeiting, Middle East & Africa, **Louis Vuitton Middle East FZCO**

BRAND PROTECTION STRATEGIES IN THE DIGITAL AGE

12:30 **Developing strong mechanisms to prevent counterfeiters from infiltrating your brand online**

- Recognising the threats resulting from online marketing in order to analyse the various security measures companies can adopt to protect their trademark
- How can brands monitor their online landscape, build evidence and conduct effective investigations to develop a response plan to curb illegal sales of their product?
- Analysing the types of infringements across the internet in order to develop strategies to protect your brand against all possible violators

Interested in presenting this session?

Email us at enquiry@iqpc.ae

13:00 **Further reduce counterfeiting activity against your brand by understanding and monitoring the web**

Case study:

- Highlighting the importance of online market screening in this new market and integrating online brand protection into your company's brand protection strategy

- Giving examples of online trademark infringement activities and how brands can reduce these attempts

- Providing an in-depth understanding of the steps that brands can follow in order to identify, raid and eliminate counterfeiters from the online supply chain

Malek Hannouf, Head of Anti-Counterfeiting, Middle East & Africa, **Louis Vuitton Middle East FZCO**

13:30 **Evolving your brand protection strategy to combat the growing threat of online infringement**

Panel discussion:

- Discussing the threat posed by illegal online sales to consumers and brand owners and highlighting what companies are currently doing to disrupt online counterfeit actions

- What are the current laws that protect brand owners against sales of counterfeits online? What is the litigation procedure in Lebanon?

- How can companies adopt a robust online enforcement programme and work with online market places and payment processors to identify and stop counterfeiters?

PANELLISTS:

Malek Hannouf, Head of Anti-Counterfeiting, Middle East & Africa, **Louis Vuitton Middle East FZCO**

Joëlle Bou Abboud, Group In-House Legal Counsel, **Holdal**

Interested in participating this session?

Email us at enquiry@iqpc.ae

14:15 **Chairman's closing remarks**

14:30 **Networking lunch**

15:30 **End of conference day one**

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.

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CONFERENCE DAY TWO:

Thursday, 27 October 2016

8:30 **Registration, refreshments and networking**

8:55 **Welcome note and opening remarks**

COMBATTING PHYSICAL BRAND PROTECTION CHALLENGES

9:00 **HP's fight against counterfeiters in the region**

Case study presentation:

- How does HP look at the counterfeiting problem in the GCC and Levant region?
 - Providing an in-depth understanding of the mitigation procedures put in place by HP
 - Outlining how HP has been able to minimise counterfeits by working with local authorities?
- Wael Adhami**, Anti-Counterfeiting Manager, **HP**

9:30 **How Cisco combats counterfeits and unauthorized products**

Case study presentation:

- Introduction to Cisco and what their brand protection team does
 - Discussing real life cases to highlight best practices for investigating, raiding and disrupting counterfeit activities
 - Partnering with enforcement authorities for successful implementation of brand protection activities
- Karim Kattouf**, Investigator - Middle East & Africa, Brand Protection, **Cisco**

10:00 **Implementing effective anti-counterfeit packaging and labeling technologies**

- Authenticating and creating a unique identity of your product in order to easily differentiate it from fakes
 - Discussing the various methods and different authentication technologies available and which one best suits your product
 - Securely track and trace your merchandise through the supply chain with the help of specific authentication technologies
- Interested in presenting this session? Email us at enquiry@iqpc.ae

10:30 **Protecting consumers by recognising and minimising parallel trade**

- Showcasing the economic impact of one of the biggest issues faced by distributors from all industries i.e. parallel trade
- Highlighting the concerns associated with parallel trade and discussing its negative impact on brand image and profitability
- How can customs and brand owners protect and work together to restrict parallel trade and its effect on consumers by clearly identifying the origin, quality and compliance of the product?

Moutaz Abdullat, Legal Department, **Ferrero Trading Lux**

11:00 **Morning networking break**

11:30 **Taking the necessary steps to avoid trademark infringement and protecting brand equity**

- Ensuring efficient filing and registration of trademarks, symbols and phrases associated with your brands to enhance brand protection
 - Outlining the options a trademark holder has to protect in Lebanon
 - Discussing the grounds under which the infringers can be held liable and highlighting the litigation measures
- Interested in presenting this session? Email us at enquiry@iqpc.ae

12:00 **Case study presentation from INDEVCO Group**
Roger Tanios, General Counsel, **INDEVCO Group**

12:30 **Beiersdorf AG global anti-counterfeiting programme**

Case study presentation:

- Understanding the WCO's IPM system and discussing best practices for supply chain control and product recognition
- Showcasing the impact of counterfeit over economy, security and safety and highlighting the private sector role in combatting counterfeits
- Cases processing: Gathering adequate information for customs and other agencies for profiling and analysing
- Understanding what drives criminal activity against brands - organised crime

Imad Mokdad, Senior CIS Middle East, **Beiersdorf**

13:00 **Brand protection for luxury goods - Holdal's outlook**

Case study presentation:

- Discover best practices for identifying, monitoring and raiding counterfeiters to develop a successful case and carry on the necessary litigation measures
- Learn how to maintain clear lines of communication with local enforcement authorities pre and post raids
- Monitor trademark infringement taking place online against your brand and learn which law enforcement authorities and counsels can help prevent sales of your goods online

Joëlle Bou Abboud, Group In-House Legal Counsel, **Holdal**

13:30 **Chairman's closing remarks**

13:45 **Networking lunch**

14:45 **End of conference**



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SPONSORSHIP AND EXHIBITION OPPORTUNITIES

IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as NetNames, Brady Corporation, Gorodissky, Mark Monitor, Verify Brand, Apirasol and many more just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to the anti-counterfeiting and legal industry.

YOUR PLATFORM - GETTING YOUR MESSAGE ACROSS:

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

1 THOUGHT LEADERSHIP

As a sponsor at the **Brand Protection and Anti-Counterfeiting Conference** your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm's strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

3 FEATURED NETWORKING EVENTS

Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshows can not deliver. The exhibition area is designed to be the heart of the event - a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to increase their opportunity to develop new relationships during our events, including one-to-one meetings with clients to understand their challenges, requirements and opportunities.

2 PREMIUM BRANDING

We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company's brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.



DO YOU HAVE A PRODUCT OR SERVICE THAT OUR SENIOR DECISION-MAKERS AND INFLUENCERS NEED?

Brand Protection and Anti-Counterfeiting Conference offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact **Samiulla Khan** on **+971 4 360 2800** or email **partnership@iqpc.ae**.

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BRAND PROTECTION & ANTI-COUNTERFEITING

Please complete in BLOCK CAPITALS as information is used to produce delegate badges. Please photocopy for multiple bookings.

PACKAGE	Book and pay before 4 August 2016	Book and pay before 25 August 2016	Book and pay before 15 September 2016	STANDARD PRICE
2-Day Conference	<input type="checkbox"/> US\$2599 (Save US\$300)	<input type="checkbox"/> US\$2699 (Save US\$200)	<input type="checkbox"/> US\$2799 (Save US\$100)	<input type="checkbox"/> US\$2899

PACKAGE	Book and pay before 4 August 2016	Book and pay before 25 August 2016	Book and pay before 15 September 2016	STANDARD PRICE
2-Day Conference	<input type="checkbox"/> US\$2199 (Save US\$300)	<input type="checkbox"/> US\$2299 (Save US\$200)	<input type="checkbox"/> US\$2399 (Save US\$100)	<input type="checkbox"/> US\$2499

PACKAGE	Book and pay before 4 August 2016	Book and pay before 25 August 2016	Book and pay before 15 September 2016	STANDARD PRICE
2-Day Conference	<input type="checkbox"/> US\$1449 (Save US\$150)	<input type="checkbox"/> US\$1499 (Save US\$100)	<input type="checkbox"/> US\$1549 (Save US\$50)	<input type="checkbox"/> US\$1599

DELEGATE DETAILS

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Organisation			
Nature of business			
Address			
Postcode		Country	
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Training Manager			
Name of person completing form if different from delegate			
Signature		Date	
<input type="checkbox"/> I agree to IQPC's payment terms. If you have not received an acknowledgement before the conference, please call us to confirm your booking.			

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Postcode								Country					

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 Book 8+ 25% off the standard price

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