

LET'S TAKE STOCK!

THE EVOLUTION OF COUNTERFEITING IN ASIA AND THE IMPORTANCE OF INTELLIGENCE AND INTELLIGENT STRATEGIES.



12 October 2023



9:45 AM



**Centro Svizzero
Via Palestro, 2
Milan**

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9.00 PARTICIPANTS REGISTRATION

9.45 OPENINGS

10.00 FIRST SESSION _ ONLINE BRAND PROTECTION: CURRENT TRENDS AND THE IMPORTANCE OF FLEXIBLE STRATEGIES TO MEET AN EVER-CHANGING MARKET.

This session will focus on the latest counterfeiting trends found online, the challenges of social media as a sales platform, and real solutions to reduce the impact of counterfeit sales online.

11.15 SECOND SESSION _ CHANGING SCENE OF BRAND INFRINGEMENT IN THE MIDDLE EAST

Counterfeiting trends are changing in the Middle East. With recent changes in the laws of the UAE, Saudi Arabia and Qatar, a local partner is not needed anymore. Trademark owners need to be aware of unethical investigation practices, which can damage reputation and goodwill.

12.30 LUNCH

14.00 AFTERNOON OPENINGS

14.15 THIRD SESSION _ CHINA UPDATE

In-depth interview about IP in china, its new trademark law proposal, Current Counterfeiting Trends and Strategies for effective protection with Concrete examples from different industries

15.00 FOURTH SESSION _ THE IMPORTANCE OF INTELLIGENCE AND HOW TO USE IT EFFECTIVELY TO DISRUPT COUNTERFEITING.

What is Intelligence? How can it be used to disrupt counterfeiters' supply chains turning into effective proactive operations? In this session we identify drivers to raise the importance of anti-counterfeiting through effective Partnerships with Law Enforcement.

16.45 FINAL REMARK