



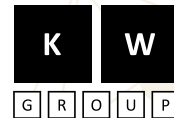
EXHIBITION & PROGRAMME GUIDE

LEAD PARTNER



PHILIP MORRIS INTERNATIONAL

ORGANISER



BRONZE PARTNERS



DeLaRue



MADRAS SECURITY PRINTERS
PRIVATE LIMITED

LEAD INSTITUTIONAL PARTNER



مجلس اصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

GLOBAL PARTNERS & EXHIBITORS



SPEAKERS



KEYNOTE WELCOME ADDRESS BY
H.E. SULTAN BIN SAEED AL MANSOORI
MINISTER OF ECONOMY UAE

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد



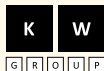
KEYNOTE ADDRESS BY
DR MUKHISA KITUYI
SECRETARY-GENERAL
UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT



UNITED NATIONS
UNCTAD



Abier Wasouf
Regional Anti-Counterfeit Counsel
MEA
Danfoss



Andrew Keable
CEO
KW Group
Chairman
GTDW Advisory Council



Asir Ratan Singh
Director
Madras Security Printers



Bruno Delaye
President
Entreprise & Diplomatie



Cameron Walker
Regional Brand Protection Manager, Middle East, Africa and India
Beiersdorf Middle East



Christopher Clague
Managing Editor / Global Editorial Lead Trade & Globalisation
The Economist Intelligence Unit



David M. Luna
President & CEO
Luna Global Networks

Advisory Council Member
GTDW Advisory Council



Devrol Dupigny
Chief Operations Officer
Crime Stoppers International



Dr. Edward Kafeero
Associate Professor International Trade Law & Customs
University of Dubai

Representative
International Network of Customs Universities (INCU)



Ernesto Bianchi
Director Trade and Customs Fraud, Tobacco and Counterfeit Goods, Agricultural and Structural Funds
The European Anti-Fraud Office (OLAF), European Commission



Gary McPhail
Director
Her Majesty's Revenue & Customs



Gordon Wright
Head Cargo Border Management
International Air Transport Association (IATA)



WIS@key

Hans Schwab
Chief Information Officer
WIS@Key



TRANSNATIONAL ALLIANCE TO COMBAT ILLICIT TRADE (TRACIT)

Jeffrey Hardy
Director-General
Transnational Alliance to Combat Illicit Trade (TRACIT)



Jerome Pichot
Head of Product Marketing, Authentication and Traceability
De La Rue



MSD

Khaldouh Odeh
Associate Director Global Security
MSD



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Lenka Wram
Senior Business Consultant
Allexis



CARF

Leonardo Macedo
Judge for Customs Appeals (Administrative Court) (Tax and Customs Auditor)
Administrative Tax Appeals Council (CARF), Brazil



BPG **LV**

Malek Hannouf
Chairman
Gulf Brand Owners Protection Group (BPG)
Head of Intellectual Property Department Middle East & Africa
Louis Vuitton



Dr. Manal A. Samad Najd
Head of VAT Audit & Tax Refund Department
Ministry of Finance, Lebanon
Lecturer
American University of Beirut (AUB) & Université Saint-Joseph (USJ)



Michael Ellis
CEO and Founder
Ellis & Associates
Global Ltd



allexis

Dr Michael Suchoba
Founder
Allexis



CHEVROLET GMC
GENERAL MOTORS
MIDDLE EAST

Mohammed Al Fayyad
Director – Customer Care and Aftersales
General Motors Middle East



FERRERO

Moutaz Abdullat
General Legal Counsel
Ferrero Gulf Countries



Natalie Wong
Senior Regional Investigations Manager EMEA Global Security & Brand Protection Unit
UL International



Rani Wehbe
Senior Adviser – Middle East
International Road Union (IRU)



Rodney Van Dooren
Director Illicit Trade Prevention EEMA & Duty Free
Philip Morris International



Said Ouchnak
E-Commerce Director
ALMALL



Dr Samir Hamrouni
Chief Executive Officer
World Free Zones Organization



Senthil Alagar Raju
Senior Marketing Manager
Madras Security Printers



Tarkan Demirbas
Vice President Middle East
Philip Morris International



Tobias Freeman
Senior Legal Officer
Siracusa International Institute for Criminal Justice and Human Rights



Wael Adhami
Head of Brand Protection Middle East, Africa & Pakistan
Johnson & Johnson

PROGRAMME

DAY 1, TUESDAY, 20 NOVEMBER 2018

0930	ORGANISER OPENING REMARKS Andrew Keable, CEO, KW Group ; Chairman, GTDW Advisory Council
0940	CHAIRPERSON OPENING REMARKS David M. Luna, President & CEO, Luna Global Networks ; Advisory Council Member, GTDW Advisory Council
0950	KEYNOTE SPEECHES <ul style="list-style-type: none"> • Keynote Welcome Speech: H.E. Sultan Bin Saeed Al Mansoori, Minister of Economy, UAE • Keynote Speech: Dr Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development, UNCTAD • Keynote Speech: Tarkan Demirbas, Vice President Middle East, Philip Morris International • Keynote Speech: Malek Hannouf, Chairman, Gulf Brand Owners Protection Group (BPG); Head of Intellectual Property Department – Middle East & Africa, Louis Vuitton
1040	MORNING REFRESHMENTS
1110	Global Illicit Trade Environment Index 2018: Middle East Launch Christopher Clague, Managing Editor / Global Editorial Lead, Trade & Globalisation, The Economist Intelligence Unit
1150	Policy Recommendations To Complement The Global Illicit Trade Index Jeffrey Hardy, Director-General, Transnational Alliance to Combat Illicit Trade (TRACIT)
1230	NETWORKING LUNCH
1330	PANEL DISCUSSION 1 Strategic Alliances and Cross-Industry Partnerships for Enhanced Cooperation and Operations to Counter Illicit Trade <ul style="list-style-type: none"> • Mobilising strengths and capacities between businesses across industries, multilateral organisations and associations to educate and to raise awareness of the impact of illicit trade to the business, consumer and media community • Initiating interaction with local, regional and international authorities to protect customers, intellectual property and legitimate business development <p>Moderator: Gordon Wright, Head, Cargo Border Management, International Air Transport Association (IATA)</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Bruno Delaye, President, Entreprise & Diplomatie • Devrol Dupigny, Chief Operations Officer, Crime Stoppers International • Rodney Van Dooren, Director Illicit Trade Prevention EEMA & Duty Free, Philip Morris International • Wael Adhami, Head of Brand Protection Middle East, Africa & Pakistan, Johnson & Johnson
1445	CORPORATE PRESENTATION BY <i>allexis</i> Lenka Wram, Senior Business Consultant, Allexis
1500	AFTERNOON REFRESHMENTS
1530	PANEL DISCUSSION 2 Public – Private Partnerships and Sharing Information to Enhance Disruption of Illicit Trafficking Networks and to Mitigate the Economic and Social Impacts of Global Illicit Trade <ul style="list-style-type: none"> • Unifying border enforcement procedures between customs, police and across borders • Identifying gaps that allows criminal networks to evade detection and enforcement • Identifying stakeholders, sharing resources and improving intelligence: what can brand & IP owners, police, customs, multilateral organisations bring to the table? • How can brand owners drive awareness by collaborating with the police, customs, courts and economic departments through trainings and campaigns? <p>Moderator: Michael Ellis, CEO and Founder, Ellis & Associates Global Ltd</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Abier Wasouf, Regional Anti-Counterfeit Counsel – MEA, Danfoss • Khaldoun Odeh, Associate Director, Global Security, MSD • Dr Michael Suchoba, Founder, Allexis
1645	CHAIRPERSON'S CLOSING REMARKS & END OF DAY 1

PROGRAMME

DAY 2, WEDNESDAY, 21 NOVEMBER 2018

0900	<p>CHAIRPERSON'S OPENING REMARKS Michael Ellis, CEO and Founder, Ellis & Associates Global Ltd</p>
0910	<p>KEYNOTE SPEECH Illicit Financial Flows IFFs and Their Implications on the Arab Region Dr. Manal A.Samad Najd, Head of VAT Audit & Tax Refund Department, Ministry of Finance, Lebanon; Lecturer, American University of Beirut (AUB) & Université Saint-Joseph (USJ)</p>
0930	<p>PANEL DISCUSSION 3 Next Generation Solutions to Combat Tax Evasion and to Facilitate Inspection and Control of Contraband and Counterfeit Products</p> <ul style="list-style-type: none"> • Getting into the minds of criminals and counterfeiters: Who - What - Why - How? • Traditional tax stamp designs vs digital tax stamps - how have things evolved? • Integrating tax stamps with enforcement programmes and supply chains • Using export prices for customs valuation in DLT (blockchain) trade systems to combat tax evasion <p>Moderator: Dr. Manal A.Samad Najd, Head of VAT Audit & Tax Refund Department, Ministry of Finance, Lebanon; Lecturer, American University of Beirut (AUB) & Université Saint-Joseph (USJ)</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Asir Ratan Singh, Director, Madras Security Printers • Gary McPhail, Director, Her Majesty's Revenue & Customs • Leonardo Macedo, Judge for Customs Appeals (Administrative Court) (Tax and Customs Auditor) Administrative Tax Appeals Council (CARF), Brazil
1045	<p>CORPORATE PRESENTATION BY  Senthil Alagar Raju, Senior Marketing Manager, Madras Security Printers</p>
1100	<p>MORNING REFRESHMENTS</p>
1130	<p>PANEL DISCUSSION 4 Harnessing New and Innovative Technologies to Optimally Fight Counterfeiting and Illicit Trade: AI, Traceability (T&T), Blockchain Technologies</p> <ul style="list-style-type: none"> • Identifying innovative ways to leverage transformative technologies to track, trace, authenticate and verify products and cargo • How can these technologies benefit governments, brand owners, logistics companies and consumers? How do they work? • What can we do with the valuable analytical information generated? How does this fit in the overall fight against illicit trade across the many stakeholders? <p>Moderator: Jerome Pichot, Head of Product Marketing, Authentication and Traceability, De La Rue</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Hans Schwab, Chief Information Officer, WiSeKey • Mohammed Al Fayyad, Director - Customer Care and Aftersales, General Motors Middle East • Moutaz Abdullat, General Legal Counsel, Ferrero Gulf Countries
1245	<p>CORPORATE PRESENTATION BY  Jerome Pichot, Head of Product Marketing, Authentication and Traceability, De La Rue</p>
1300	<p>NETWORKING LUNCH</p>
1400	<p>PANEL DISCUSSION 5 Collaborating between Zones, Ports and Airports Across Borders: Illicit Trade Intelligence Net-Centric Cooperation</p> <ul style="list-style-type: none"> • What can free trade zones, ports and airports do to prevent being used as hotspots for illicit trade and organised crime? • How can logistics operators and freight forwarders play a part in combating the movement of illegal cargo? • Developing regulatory best practices for zones, ports and airports to encourage legitimate trade flows and supply chain security <p>Moderator: Rani Wehbe, Senior Adviser - Middle East, International Road Union (IRU)</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Edward Kafeero, Associate Professor - International Trade Law & Customs, University of Dubai; Representative, International Network of Customs Universities (INCUI) • Dr Samir Hamrouni, Chief Executive Officer, World Free Zones Organization • Tobias Freeman, Senior Legal Officer, Siracusa International Institute for Criminal Justice and Human Rights
1515	<p>AFTERNOON REFRESHMENTS</p>
1545	<p>PANEL DISCUSSION 6 Intellectual Property Right Violations and Trafficking Illicit Commodities: E-Commerce and On-line Threats</p> <ul style="list-style-type: none"> • 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? • As online payments thrive, how can we combat online fraud and payment oriented crime? How can we crackdown fake merchants and E-commerce fakers? <p>Moderator: Cameron Walker, Regional Brand Protection Manager, Middle East, Africa and India, Beiersdorf Middle East</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ernesto Bianchi, Director, Trade and Customs Fraud, Tobacco and Counterfeit Goods, Agricultural and Structural Funds, The European Anti-Fraud Office (OLAF), European Commission • Natalie Wong, Senior Regional Investigations Manager EMEA, Global Security & Brand Protection Unit, UL International • Said Ouchnak, E-Commerce Director, ALMALL
1700	<p>CHAIRPERSON'S CLOSING REMARKS & END OF SUMMIT</p>