



Confederation of Indian Industry



International Conference on Strengthening Anti-Counterfeiting & Piracy
‘Combating Counterfeiting & Piracy: Protecting Brands, Businesses & Trust’
 23 June 2026; Silver Oak, India Habitat Centre, New Delhi

Program Grid

Timings	Session name
0900 –1000 hrs IST	Registration/ Tea & Coffee
1000 – 1100 hrs IST	Inaugural Session
1100 – 1145 hrs IST	Session #1: Evolving Counterfeiting Landscape in the Digital Age
1150- 1200 hrs IST	Brand Protection Talk 1
1200-1210 hrs IST	Brand Protection Talk 2
1200 – 1300 hrs IST	Session #2: Strengthening Enforcement: Bridging Gaps Between Policy and Practice
1300 –1400 hrs IST	Lunch
1400 – 1440 hrs IST	Session #3: Leveraging Technology to Combat Counterfeiting & Piracy
1440-1450 hrs IST	Brand Protection Talk 3
1450-1500 hrs IST	Brand Protection Talk 4
1500 – 1600 hrs IST	Session #4: Building Consumer Awareness and Industry Collaboration
1600 – 1700 hrs IST	Session #5: Sustainable Management and Disposal of Seized Counterfeit Goods by Enforcement Authorities
<i>End of Conference</i>	



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23 June 2026 1000 – 1100 hrs IST	Inaugural session	
1000 – 1005 hrs IST	Welcome & Opening Address	Dr Vivek Mittal Chairman, CII Taskforce on Anticounterfeiting and Piracy and Executive Director – Legal & Corporate Affairs Hindustan Unilever Limited
1005 – 1010 hrs IST	About the CII Initiative of Anti-Counterfeiting and Piracy	Mr R Saha Senior Advisor Confederation of Indian Industry (CII)
1010 – 1020 hrs IST	Special Address	Mr Kenji Kainuma Director-Regional Cooperation Office Japan Patent Office Ministry of Economy, Trade and Industry Japan
1020 – 1030 hrs IST	Special Address	Mr Harsh Indora Deputy Commissioner of Police Crime Branch-Delhi Police
1030 – 1040 hrs IST	Special Address	Shri Dheeraj Rastogi Principal Commissioner, Delhi ACC (Import) Delhi Customs zone
1040-1045 hrs IST	Special Address	<ul style="list-style-type: none"> ➤ Film on CII Movement on Anti-counterfeiting and piracy ➤ Launch of CII Compendium on showcasing anti-counterfeiting and piracy technologies in India
1045– 1055 hrs IST	Special Address	Shri Manish Kumar, IRS (C&CE) Principal Chief commissioner Delhi Customs Zone
1055– 1100 hrs IST	Vote of Thanks	Dr Ashish Mohan Executive Director Confederation of Indian Industry (CII)



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23 June 2026 1100 – 1150 hrs IST	Session #1: Evolving Counterfeiting Landscape in the Digital Age
<p>Counterfeiting and piracy have evolved rapidly in the digital age, driven by the rise of e-commerce platforms, social media marketplaces, and sophisticated online distribution networks. As counterfeiters increasingly leverage emerging technologies and anonymous digital channels to target consumers and businesses, the risks to brand integrity, consumer safety, innovation, and economic growth continue to intensify. This session will examine the changing dynamics of counterfeiting and piracy, while exploring innovative enforcement mechanisms, technological solutions, industry best practices, and collaborative approaches required to effectively combat illicit trade in an increasingly digital and interconnected economy.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Understand emerging trends in digital counterfeiting and piracy • Examine the impact of e-commerce and technology on illicit trade • Explore innovative solutions and enforcement mechanisms • Highlight industry best practices for brand protection <p>Moderator: Mr Anil Lale, Executive Vice President & Head Legal-JioHotstar, Sports, Studios & IP</p> <p>Session Panellists:</p> <ul style="list-style-type: none"> • Dr Mohan Dewan, Principal, RK Dewan & Co • Mr Anuj Bedi, Senior Counsel Brand Protection Indian sub-continent and Middle East, PUMA Sports India Pvt Ltd • Mr Danish Ali Khan, Principal Legal Counsel IPR & Policy Advocacy, IndiaMart • Mr Arun Rai, Managing Director, Cheq IP 	

23 June 2026 1150 – 1200 hrs IST	Brand Protection Talk 1 by <i>Mr Daniel Estrada</i>, Founder, Signa IP
23 June 2026 1200 – 1210 hrs IST	Brand Protection Talk 2 by <i>Dr Kunihiko Okano</i>, New Business Development Division-Director, GENODAS (Japan)



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23 June 2026 1210 – 1300 hrs IST	Session# 2: Strengthening Enforcement: Bridging Gaps Between Policy and Practice
<p>Strengthening enforcement mechanisms is critical to effectively combat counterfeiting and piracy in an increasingly complex and interconnected marketplace. While robust legal and policy frameworks exist, challenges often persist in their implementation, coordination, and on-ground enforcement. This session will deliberate on bridging the gap between policy and practice by fostering stronger collaboration among enforcement agencies, policymakers, judiciary, industry stakeholders, and technology providers. Discussions will focus on enforcement challenges, capacity building, cross-border cooperation, digital enforcement, and best practices aimed at creating a more efficient, coordinated, and future-ready enforcement ecosystem for protecting intellectual property rights and brand integrity.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Examine key challenges in IP enforcement and implementation • Strengthen coordination among enforcement and regulatory stakeholders • Explore best practices and technology-driven enforcement mechanisms • Promote effective enforcement for stronger brand and consumer protection <p>Session Moderator: Mr Blaise J Fernandes, President & CEO, Indian Music Industry</p> <p>Session Panellists:</p> <ul style="list-style-type: none"> • Mr Sanjit Padhi, Chief Executive Officer, International Spirits and Wines Association of India(ISWAI) • Mr Anurag Kashyap, Partner, Ernst & Young • Mr Saif Jamali, General Manager- Legal & Governance, Hindustan Unilever Ltd • Mr Kenji Kainuma, Director-Regional Cooperation Office, Japan Patent Office, Ministry of Economy, Trade and Industry Japan 	
23 June 2026 1300 – 1400 hrs IST	Networking Lunch



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23 June 2026 1400 – 1440 hrs IST	Session# 3: Leveraging Technology to Combat Counterfeiting & Piracy
<p>Leveraging technology has become essential in the fight against counterfeiting and piracy as illicit networks increasingly exploit digital platforms and advanced tools to circulate counterfeit products and pirated content. This session will explore how emerging technologies such as artificial intelligence, blockchain, track-and-trace systems, digital authentication, data analytics, and online monitoring tools are transforming brand protection and enforcement strategies. The discussion will highlight innovative solutions, industry case studies, and collaborative approaches that can help businesses, enforcement agencies, and policymakers strengthen detection, prevention, and enforcement mechanisms in the digital era.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Explore emerging technologies for combating counterfeiting and piracy • Understand the role of AI, blockchain, and digital authentication in brand protection • Highlight innovative tools and technology-driven enforcement strategies • Strengthen collaboration between technology providers, industry, and enforcement agencies <p>Session Moderator: Mr Nakul Pasricha, Vice President, Authentication Solution Providers' Association (ASPA)</p> <p>Session Panellists:</p> <ul style="list-style-type: none"> • Mr Saurabh Gangwar, Co-Founder & CTO, QuantACK Networks • Mr Sanjay Gupta, Sr. VP Packaging Development & Procurement, DS Group • Mr Hiroyuki Nakano, Senior Director (Intellectual Property Rights) & Regional Intellectual Property Attaché for South Asia, Japan External Trade Organization (JETRO) 	

23 June 2026 1440 – 1450 hrs IST	Brand Protection Talk 3 by Mr Kyosuke Nakagawa , Sales Director, Densanshi Co., Ltd (Japan)
23 June 2026 1450 – 1500 hrs IST	Brand Protection Talk 4



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<p>23 June 2026 1500 – 1600 hrs IST</p>	<p>Session # 4: Building Consumer Awareness and Industry Collaboration</p>
<p>Countering counterfeiting and piracy requires not only strong enforcement mechanisms but also informed consumers and collaborative industry action. As counterfeit products and pirated content continue to proliferate across physical and digital marketplaces, raising consumer awareness and fostering partnerships among industry, government, enforcement agencies, and technology providers has become increasingly important. This session will focus on the role of awareness campaigns, stakeholder collaboration, information sharing, and collective action in strengthening brand protection, safeguarding consumers, and creating a more resilient ecosystem against counterfeiting and piracy.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Highlight the importance of consumer awareness in combating counterfeiting and piracy • Explore collaborative approaches among industry, government, and enforcement agencies • Share best practices for awareness campaigns and stakeholder engagement • Strengthen information sharing and collective enforcement efforts <p>Session Moderator: Mr R Saha, Senior Advisor, CII</p> <p>Session Panelists:</p> <ul style="list-style-type: none"> • Mr Abhijit Yadav, Legal Director, Colgate Palmolive • Mr Abhayan Jawaharlal, Global General Counsel, Dr. Reddy's Laboratories • Mr Neeraj Panchal, Assistant General Counsel, John Deere • Dr Jayashree Gupta, President, Consumer India • Dr Keshav Kumar, Senior Advisor for Anti-Counterfeit at Indian Pharmaceutical Alliance (IPA), Former DGP of Gujarat and Former Joint-Director, CBI 	



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23 June 2026 1600 – 1700 hrs IST	Session # 5: Sustainable Management and Disposal of Seized Counterfeit Goods by Enforcement Authorities
<p>The growing volume of seized counterfeit goods presents significant environmental, logistical, and regulatory challenges for enforcement authorities and industry stakeholders. Effective management and sustainable disposal of counterfeit products are critical to preventing re-entry into the market while minimizing environmental impact and ensuring compliance with safety and legal standards. This session will examine best practices, policy considerations, and collaborative approaches for the secure handling, recycling, destruction, and sustainable disposal of seized counterfeit goods. Discussions will also explore the role of industry partnerships, circular economy practices, and environmentally responsible disposal mechanisms in strengthening anti-counterfeiting efforts.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Examine challenges in the management and disposal of seized counterfeit goods • Explore sustainable and environmentally responsible disposal practices • Discuss regulatory and operational frameworks for secure destruction • Highlight industry and enforcement collaboration in disposal mechanisms <p>Session Moderator:</p> <p>Dr Niti Dewan, Head of Patents & Business Development; RK Dewan & Co.</p> <p>Session Panellists:</p> <ul style="list-style-type: none"> • Mr Nitin Talwar, Partner, PricewaterhouseCoopers • Ms Nidhi Minocha, Group General Counsel, J K cement • Mr Arindom Hazarika, Senior IP Counsel, Brand Protection, Sandisk • Mr Kunwar Singh, Trademark Counsel, Adidas • Ms Shreyashi Mazumdar, IPR Manager, Honda Motorcycle & Scooter India Pvt. Ltd 	
1700 hrs IST	End of The Conference