

## **ASPA & MFI join hands to host first international Authentication Conference in India**

- *Conference to focus on Authentication solutions and case studies*
- *Discussion on how existing regulations need to be more stringent to eliminate spurious products/documents etc.*
- *Generate awareness amongst stakeholders for need of fighting counterfeiting*

### **New Delhi, September 7, 2016**

Spurred by rising cases of infringements, adulteration, foray of counterfeit products in India, Authentication Solutions Providers Association (ASPA) has joined hands with Messe Frankfurt India (MFI) to host first international authentication conference "**THE AUTHENTIC TAION FORUM**" in the country. This novel endeavor aims to raise awareness and bring together all stakeholders at a platform forum to analyze the problem of counterfeiting and provide the solutions to combat this menace.

**On this occasion, Mr. U K Gupta, President, ASPA said,** "Authentication solutions curb counterfeiting, minimize black money and enhance Brand Image & Revenues of Government & Producers. Government and Brand owner's revenues which can be used for various social and economic activities in interest of country, society and consumers. Counterfeiting is a multi-billion-dollar business today and referred as Crime of 21<sup>st</sup> century. Even, the established link between terrorism and counterfeiting is exposed. In India also, it is impacting on almost all sectors. According to sources, from the counterfeiting activity the Government of India incurred the loss of INR 26,190 crores in year 2011-12 which has increased to INR 39,239 crores in 2013-14 which reflects the growth of 49.8 per cent in two years. This is a serious menace and we aim to create more awareness among the government, general public and exhibitors about the problems created by counterfeiting, IPR infringement issues among others. This conference will have positive step on our existing Country campaign "**MAKE IN INDIA**" & ASPA campaign "**MAKE SURE INDIA**"

He further added "Internet ingress and globalization have markets more open to foreign products and goods. On a flip side, this has unwittingly opened doors to duplicate and fake products, which are harmful to the health life and environment of Indian consumers. In the last ten years, most complaints in India have centered around FMCG, Pesticides, Tobacco, Liquor, Pharmaceuticals and etc. and the

regulations regarding these definitely need more teeth. We aim to explore the existing scenario and find practical solutions. Consumer awareness is key to this initiative.”

**Mr Raj Manek, Executive Director and Board Member of Messe Frankfurt Asia Holding Ltd. said:** “Counterfeiting affects the business of our customers across all sectors and we have been committed to taking steps for protection against brand and product piracy through our internationally awarded “Messe Frankfurt against Copying” campaign. In India, we have extended this initiative to the auto and pharma sectors through our trade fairs and conferences. With ‘The Authentication Forum’ we intend to work closely with the industry sectors, government bodies and organisations in the field of protection of IPRs to encourage knowledge exchange and extend this initiative to all sectors impacted by counterfeits. We are proud to combine strengths with Authentication Solution Provider’s Association and are confident that together we can bring industry stakeholders on a common platform for this endeavor.”

ASPA is the only body in world representing authentication solutions providers. Messe Frankfurt has been the first trade fair organiser worldwide to launch an initiative against brand and product piracy: “Messe Frankfurt against Copying” which aims to ensure that exhibitors and visitors are fully informed and advised about the registration and assertion of intellectual property rights. Therefore, it offers an information stand at selected trade fairs within Germany and abroad. Here, experts are on hand to answer questions pertaining to the topic of intellectual property rights and advise exhibitors on what to do in the event of infringements.

Messe Frankfurt works in close cooperation with official bodies and private organizations in the field of protection of intellectual property rights for all activities associated with its initiative. Thus, exhibitors and visitors are able to find out at first-hand how they can register and assert their intellectual property rights. In urgent cases, Messe Frankfurt arranges for legal support, and an on-site emergency legal service offers exhibitors free initial advice during the fairs.

In India, Messe Frankfurt has been actively involved in addressing the rising concerns on counterfeit products sold in the automotive aftermarket together with the Automotive Component Manufacturers Association of India (ACMA). Besides, Messe Frankfurt’s annual Pharmasafe India conference draws attention to the factors concerning counterfeiting of medicines and effective initiatives, regulations, and policies required to curb this menace.

The Authentication Forum conference is a part of ASPA “MAKE SURE INDIA” campaign running across India. ASPA aims to educate brand owners, government

authorities and consumer about the importance of fighting counterfeiting and how authentication solutions can help in this regard. With a portfolio of 22 prestigious trade fair brands and over 35 conferences and across B2B markets of automotive, automation, lighting, technology and production, textiles, consumer goods, entertainment, media and creative industries and environment technology ASPA has found a strong partner in Messe Frankfurt India to take this initiative forward.

### **About ASPA:**

The **Authentication Solution Providers' Association (ASPA)** is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 10,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB) and Interpol. ASPA members protect over 10,000 brands worldwide through the identification of genuine products and documents. For more visit [www.aspaglobal.com](http://www.aspaglobal.com)

### **About Messe Frankfurt:**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square meters, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

