

ASPA Announces Series of Workshop on Brand Protection Awareness in India

- *ASPA to conduct workshop across the India to generate awareness amongst stakeholders for need of fighting counterfeiting across various sectors.*

Indore, India: July 7, 2017: Authentication Solution Providers' Association, leading body representing authentication & anti-counterfeiting industry is delighted to announce the 1st Brand Protection Awareness Forum **at Sayaji Hotel, Indore on 12th July 2017.** The workshop are part of ASPA brand protection awareness series of events to be conducted in tier 2 & tier 3 cities in India to create awareness amongst stakeholders towards issue of fake products, overview of authentication, serialisation (DGFT), track and trace solution, the art of integrating IPR for Business Protection and need of integrated approach required to fight the fakes.

At this occasion, **U. K. Gupta, President, ASPA** said, "Counterfeit products are not only harmful to the economy, but also to each individual's well-being. In case of products like baby foods and medicines they could be extremely harmful to the health and safety of Indian people. As per recent reports, Product counterfeiting in India resulted in estimated tax loss of INR 39,239 crores to Indian economy in fiscal year 2013-14. We are in constant fight with these criminal activities and aim to create more awareness among the government, public and exhibitors about the problems created by counterfeiting, IPR infringement issues among others.

Our goal is to unite the industry and spread awareness on the impact and consequences against counterfeiting to provide consumers genuine and authentic goods which will ultimately lead to the economic growth of the country, enhancement in revenue for brand owners and Governments as well as consumer empowerment and satisfaction.

According to **Nakul Pasricha, Vice-President, ASPA**, "Counterfeiting activities in India are increasing at an alarming rate. While they impact every sector, the severity is higher in specific industries such as FMCG, Pharmaceuticals, Automotive components and tobacco. The problem in India is not limited to a few cities or regions, and henceforth, we have designed this campaign which will spread across the country."

The event features a day conference and an extensive display area, with more than 50 delegates and leading anti-counterfeiting solutions companies demonstrating their latest offerings and discussing the latest generation authentication solutions. For registration, please contact at 9818971116 / 9818430943 or email at info@aspaglobal.com.

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 15,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (**IHMA**), FICCI (CASCADE), Indian Beverage Association (IBA) etc. etc. For more visit www.aspaglobal.com