

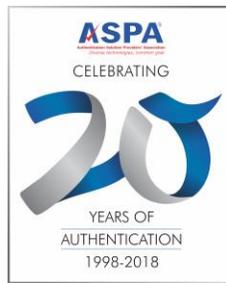
ASPA celebrates 20th years of Authentication, held Annual Meeting at Phuket, Thailand

New Delhi, September 5, 2018 : The Authentication Service Provider Association (ASPA) is proud to announce its twentieth year as the leading body in Authentication Industry. In series of celebrations of its 20th Anniversary, the association organized its Annual Meeting at Phuket, Thailand. A warm welcome speech was given by ASPA President Mr. U K Gupta highlighting ASPA's key milestones over the years and expressed the organization's important role in fighting the crime of 21st century "Counterfeiting".

Mr. Gupta, expressed that, "20th year's celebration mark our commitments and presence for our industry and hence make us the world's one of the oldest and leading association in Anti-counterfeiting industry. At a time, when counterfeiting activities are increasing, we are pleased to inform that our members are protecting more than 15000 brands across the globe and the 20th anniversary celebration belongs to the Authentication Industry commitment towards its ethics, innovation and the commitment towards providing new generation anti-counterfeiting solutions which are important for Government, Industry, Brand Owners & Consumers in their fight against fakes. Today, we have entered an era of Authentication which is leading to revolutionary changes in the world."

At the AGM the association also announce two new project which will be unveiled in upcoming days including "Counterfeit News Repository" and "Consumer Connect". The association is commemorating the occasion with a number of industry seminar and events throughout this year. Whilst recently, in March, the Association organizes the "The Authentication Forum - 2nd International Leadership Summit on Anti-Counterfeiting & Brand Protection", in last years, the association have started campaign such as "Make Sure India" and "Brand Protection Seminar" to increase the awareness amongst media, brand owners, consumers and society towards ill effects of counterfeiting and the importance of authentication solutions in fighting this menace.

Mr. Arun Agrawal, Vice President ASPA said "It is the extension of our 20th year celebration that we have taken the initiative to unveil '**Consumer Connect**' where the consumer can complain about any fake or sub-standard products or goods and immediate



action can be provided. Where as in first phase for '**News Depository**' we will maintain a data base for the news clips of all the fake product reported by media from different part of the country for handy reference for our industry and masses. Both are unique initiative and we are very hopeful that people at large will get benefit out of it."

ASPA began operation in 1998 as Hologram Manufacturers Association of India, the only association representing hologram manufacturers in India that time. Later, in 2014, the association evolved as Authentication Solution Providers' Association making it the world's first and only self-regulated organization of members companies working towards anti-counterfeiting, serialization and authentication solutions. ASPA has made a strong commitment to fight against fake and has taken a pledge to safeguard the not only the brands but also the end consumer from the ill effect and impact of counterfeit.

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About Authentication Solution Providers' Association (ASPA):

The Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective of spreading the awareness of the need to curb counterfeit products in various sectors, it is 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 encourages 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), Counterfeit Intelligence Bureau (CIB) and FICCI-CASCADE, Indian Beverage Association (IBA) & others. For more information, please visit at www.aspaglobal.com

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