



**COMBATING ILLICIT TRADE & COUNTERFEITS
IN ASIA PACIFIC**

Post-Webinar Report

ASEC WEBINAR SERIES

Pharmaceutical Anti-Counterfeit Measures in the wake of COVID-19

Co-Sponsored By



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Speakers Line-Up



Christoph Stegemann,
Director Sales & Business
Development Asia-Pacific,
tesa scribos

In his position as Sales Director APAC Chris takes care of tesa scribos operations in the Asia-Pacific region.

He helps international brands by linking their original products to the digital world via secured product markings. Brand owners adopt counterfeit protection solutions, achieve market transparency and create customer intimacy – and profit from all the benefits of digitalization.

Mr. Ramesh Raj is currently The Pharmaceutical Security Institute's Regional Director (Asia Pacific) where he carries out capacity building and training for law enforcement agencies in the region in the areas of pharmaceutical crime, whilst working towards building and improving government relationship with the pharmaceutical industry.



Ramesh Raj
Regional Director,
Pharmaceutical Security
Institute



Ruth Lee
Associate Director,
United States
Pharmacopeia (USP)

Ruth Lee joins USP in July 2019, as Associated Director, Public Policy and Regulatory Affairs for Asia Pacific region. Ruth leads the Government, Regulatory and External Affairs for the region. She has over 30 years of experience working in the pharmaceutical industry including pharmacy practice in hospital, retail pharmacy, wholesale, distribution, regulatory, compliance and drug enforcement fields.

Stephen's portfolio at Sanofi includes identifying, developing, implementing and maintaining anti-counterfeiting and product security processes throughout Asia-Pacific region and mitigating identified risks to Sanofi personnel, property and products relating to counterfeiting, diversion, tampering, and theft of Sanofi products, packaging and intellectual property.



Stephen Dunn,
Director, Product
Security Investigations
(APAC),
Sanofi



Dennis Choo
Regional Solution
Architect,
HP Indigo

Dennis Choo supports APJ regions on Label & Packaging Printing Industry sector. Dennis has more than 20 years of experience in Print Industry and previously he also supported many Brand owners on their end to end supply chain and project management requirements.

SECURITY AND BRAND PROTECTION PORTFOLIO

PLUG & PLAY FEATURES



HP SmartStream Designer

Microtext font

Micro 2D barcodes

Guilloché



VARIABLE NO LIMITS

SECURITY INKS



HP Indigo ElectroInk Invisible Yellow/Blue



RainbowSecure™ | Machine-readable infra-red ink



GoSure | Machine-readable taggant ink



Sherlox | A suite of machine-readable taggant ink and comprehensive brand protection services

PROTECTED TRACK & TRACE SOLUTIONS



HP INDIGO THE LEADING DIGITAL PRINTING SOLUTIONS FOR BRAND PROTECTION

Get ahead of threats with HP Indigo's
leading digital solutions



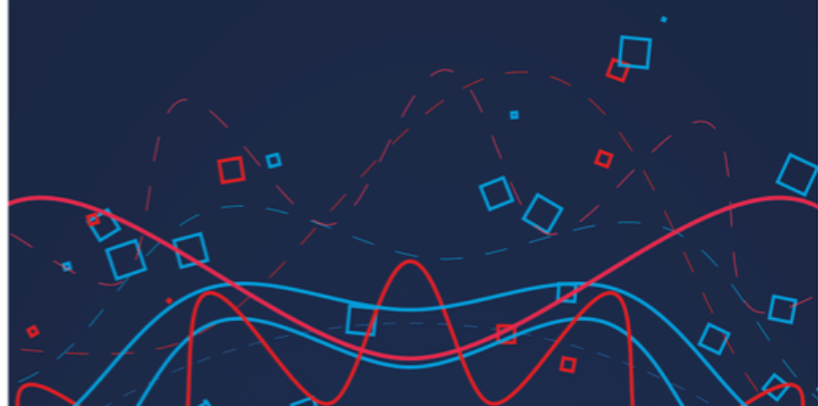
Vast portfolio of unique
security solutions



Stronger protection with the
power of variable data



Productive, one-pass,
on-press process

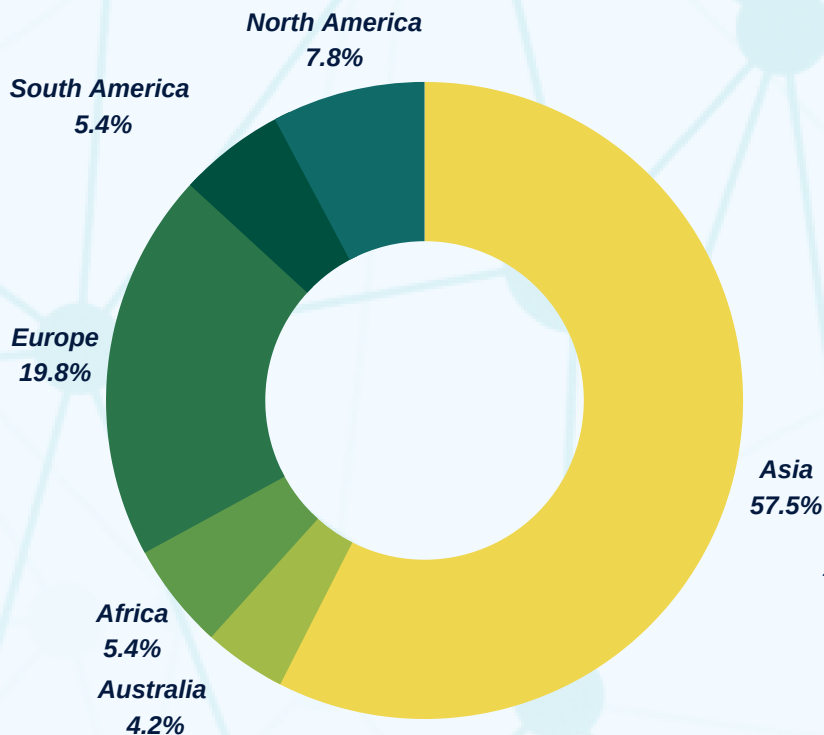


Who Attended

167 Attendee representing **101 Organization**

AbbVie	ContreAção Stop	Gohar Group	Jin Shun Lee Sdn Bhd	MIMOS Berhad
Advanced Track andTrace	Coopaname	Group-IB	Johnson & Johnson	MINISTRY OF EDUCATION
Allergan	Corsearch	H&E Alliance	Jupiter Technologies Pvt Ltd	MINISTRY OF HEALTH
Amgen	Dagang Net Technologies Sdn Bhd	Health Sciences Authority	Kossan International	Ministry Of Health, Malaysia
Amgen Asia Holding Limited	De La Rue	HP	LK FORENSIC COMPETENCIES	Multi Herbs Pharmaceuticals
ApiraSol	Diageo	HP Indigo	Lundbeck	Netrika Consulting India Pvt Ltd
Asias Security Group	DuoPharma	Hsa	Malaysian CropLife & Public Health Association	Novartis
Authentic Vision GmbH	EHS	ICPO	Markem-Imaje	Novo Nordisk
Bayer	EU-ASEAN Business Council	IN Groupe	Medi-Life	Novugen Pharma (Malaysia)
Boehringer Ingelheim	Federation of Malaysian Manufacturers	INTA	Merck	NRT Maintenance
BPOM (Indonesia FDA)	Flipkart	Intac Pte Ltd	Merck Pte Ltd	Oceanlink Logistics (S) Pte Ltd
BrandOrb Biz Pty Ltd	Galderma	IPO / British High Commission Singapore	Microsoft Trading Standards	OISTE
CCL Label A/S	GD Innovations Sdn Bhd	I-Sprint Innovations	U-NICA	OISTE Foudation
Onspot Solutions Pvt Ltd	PMG Asia Pacific Pte Ltd	SIA "Strauts Pharmaceuticals"	Unimed Sdn. Bhd.	Olive Technologies Sdn Bhd
Osiris Consultancy Sdn Bhd	PNMB Innoventures Sdn Bhd	SICPA	United States Pharmacopeia	Zambia Compulsory Standards Agency
OVD Kinegram Asia Pacific Pte Ltd	Premium Symbol Sdn. Bhd.	Strauts Pharmaceuticals	VeChain Tech SEA	Zuellig
PACKTICA SDN BHD	PT. PURA BARUTAMA	SURYS	VerifyMe	Malaysian Pharmaceutical Society
Pfizer	PWPW S.A.	Suzhou Image Laser Tech	Veritrace	GSK
Pharmaceutical Security Institute	Roche	Takeda Pharmaceuticals	WEBDRONE	Smart Glove Holdings Sdn Bhd
Pharmaniaga	Sanofi	Teva	Win.Win Digital Security Pte Ltd	VF Corporation
pharmaniaga lifescience	Secureprin	tracekey solutions GmbH		Huawei Technologies

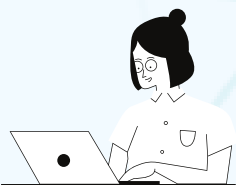
DEMOGRAPHICS



- 57.5% of the attendees were based in the Asia Pacific Region, 19.8% were based in Europe, 7.8% were based in North America, 5.4% were based in South America & Africa while attendees based in Australia were only 4.2%
- Most of the attendees based in Asia were from Malaysia, Singapore or China.



ENGAGEMENT



114 Attendee watched the Webinar Live while streaming through YouTube.
39 Attendee watched the Webinar Live through our website.
14 Attendee watched the Webinar Live through Facebook.

A total of 37 Questions were asked collectively through the Streaming Platforms YouTube, Facebook and Our Website



67% of the Attendees attend the full webinar from the start of the broadcast to the end which is a total of 112 attendee.

178 Playbacks, 119 Peak concurrents, Duration: 1:52:35 and Average Watch Time of 1:26:53



\$140
MILLION

Investment in
anti-counterfeiting and
track & trace solutions
for cosmetic products



PERSONAL CARE
AND NUTRACEUTICALS



COVERT SERIALIZATION

Variable, invisible features enabled by HP Indigo Electronk invisible inks and RainbowSecure™ infra-red ink



PROTECTED TRACK & TRACE

Secure cloud-based solutions for tracking products through the entire supply chain



CONSUMER-LEVEL AUTHENTICATION FEATURES

26.4 MILLION Liters

Counterfeit alcohol seized
by Interpol and Europol in 2017

SPIRITS



COVERT STATIC MARKS

HP Indigo's taggant inks and RainbowSecure™ infra-red ink



SERIALIZED MICROTEXT & MINI QR CODES

Plug & play software-based features
in HP SmartStream Designer



SPECIAL SECURITY SUBSTRATES

Secure seals with serialization and track & trace features

\$2,741
MILLION

Investment in
security printing
for ticketing & lottery
(2020 projection)

TICKETING, LOTTERY
AND GAMING



COVERT STATIC MARKS

Highly secure machine readable Covert Static marks with
HP Indigo's new taggant inks and RainbowSecure™ infra-red ink



SERIALIZED MICROTEXT

Plug & play software based features
by HP SmartStream Designer



COVERT SERIALIZATION

Variable, invisible features enabled by HP Indigo Electronk
Invisible inks and RainbowSecure™ infra-red ink

25%

Illegal products in the
pesticides & seeds market



AGRICULTURE



PROTECTED TRACK & TRACE

Secure cloud-based solutions for tracking products through the entire supply chain



CONSUMER-LEVEL AUTHENTICATION FEATURES

\$6,395
MILLION

Investment in security printing for tax stamps
(2020 projection)

TAX STAMPS



HIGHLY SECURE MACHINE READABLE INK

Covert Static marks with HP indigo's new taggant inks and
RainbowSecure™ infra-red ink



COVERT SERIALIZATION

Variable, invisible features enabled by HP Indigo Electronk
Invisible inks and RainbowSecure™ infra-red ink



CONSUMER-LEVEL AUTHENTICATION FEATURES



SERIALIZED DATA MATRIX CODES

Applies a unique ID for every label



Pharmaceutical Anti-Counterfeit Measures in the wake of COVID-19

At a time when the entire world was exposed to the Coronavirus (COVID-19) Pandemic, When people were in the most need of medical supplies, there were a group of criminals who were hoping to benefit from this pandemic by selling counterfeit drugs and medical supplies! Losing all features of humanity and compassion, taking advantage of the preoccupation of Governments and Law Enforcement Agencies.

Exposing the lives of thousands to a danger of another kind, a danger made by avid criminals who think only in their interest at the expenses of the humanity!

ASEC webinars aimed to share awareness and educational content through an interactive Panel Discussion in the presences of thought-leaders in the Pharmaceutical industry.

Organizing such webinars are critical to create awareness and enhance collaborative initiatives among Public-Private Parties

Hazem Ibrahim, CEO
Asias Security Group



Make Sure...

Brands must keep these 6 factors in consideration when adopting a brand protection solution.

Christoph Stegemann,
Regional Sales and Business Development
tesa scribos



Your ACF technology offers authentication which is **easy, fast and reliable** for consumers or other members of the supply chain

You are using proprietary technology which cannot be re-produced / copied

Your technology can be equally effective in all markets (e.g. WeChat compatible for China)

6 Technology Selection Takeaways

it offers raid support

it provides the base to establish supply chain visibility

it helps you to tackle potential grey market issues / unwanted cross boarder trades

Counterfeit medicinal products are a threat to the health and safety of patients around the world.

Ramesh Raj
Regional Director, Asia Pacific
Pharmaceutical Security
Institute (PSI)



Counterfeit medicinal products are a threat to the health and safety of patients around the world. They range from drugs with no active ingredients to those with dangerous impurities. They can be copies of branded drugs, generic drugs or over-the-counter drugs.

Counterfeiting groups thrive in countries where the anti-Counterfeiting laws are weak; the drug regulatory agencies are underfunded and understaffed; and legal sanctions are ineffective.

In assessing these illegal operations, it became clear that the counterfeiters often copied pharmaceutical products of many manufacturers and there was a need to improve information sharing.

Exposing the lives of thousands to a danger of another kind, a danger made by avid criminals who think only in their interest at the expenses of the humanity!

Meeting the Challenge

In 2002, the Security Directors from fourteen major pharmaceutical companies established the Institute in Washington, D.C. Working with its members, PSI developed improved systems to identify the extent of the problem and to assist in coordinating international inquiries.

Today, PSI membership includes thirty-seven pharmaceutical manufacturers from many nations. The Institute established representational offices with staff in Miami, Florida; Singapore; and Stockholm, Sweden.

PSI currently works with both international and regional law enforcement agencies by sharing real time intelligence and initiating operations against criminal syndicates who are involved in counterfeiting and theft of medicines, and also illegal diversion of medicines.



ASEC WEBINAR SERIES

Cracking down on Illicit Trade Activities: Recovering strategy from COVID19 Pandemic



COMBATING ILLICIT TRADE & COUNTERFEITS
IN ASIA PACIFIC

15th July, 2020 - 11:00 AM (MYT)



Heath Michael
Managing Director,
RETAIL AND TRADE
BRAND ADVOCACY
(RTBA)



RODNEY J. SCHADDEE VAN
DOOREN
Director, Illicit Trade Prevention
Asia Pacific
Philip Morris International



To be Announced..



Hazem Ibrahim
Founder & CEO,
Asias Security Group



Dr Deborah Kay Elms
Executive Director,
Asian Trade Centre

ASEC WEBINAR

SERIES 2.0

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Asias Security Group event

High Security Printing & Brand Protection

COMBATING ILLICIT TRADE & COUNTERFEITS WORLDWIDE



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