



## COMBATING ILLICIT TRADE & COUNTERFEITS IN ASIA PACIFIC

### Post-Webinar Report

# ASEC WEBINAR SERIES 2.0

## Cracking Down on Illicit Trade Activities: A Recovering Strategy from COVID-19 Pandemic

15th of July, 2020



#### CONTACT

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# Introduction

*Illicit Trade in goods is defined as smuggling, counterfeit and tax evasion activities that cause governments to lose tax revenues, legitimate businesses to be undermined and consumers being exposed to unregulated or unsafe products.*

*These products include counterfeited or smuggled luxury goods, electronic products, alcoholic beverages and cigarettes that are usually sold illegally on the black market.*

*Illicit Trade causes the lose of billions in Tax revenue for governments; Funds that can then be channelled towards the COVID-19 economic recovery efforts.*

“There is a clear link between illicit trade and other types of crime, such as human trafficking, drug trafficking, corruption, bribery and money-laundering. Illicit trade damages the global economy and harms public health worldwide. All regions of the world and all industry sectors are affected. - Interpol”



## Speakers Line-Up



**Dr Deborah Kay Elms**  
Executive Director,  
Asian Trade Centre

*Deborah Elms is the Executive Director of the Asian Trade Centre (ATC) in Singapore. She is also President of the Advisory Board of the Asia Business Trade Association (ABTA) and the Board Director of the Asian Trade Centre Foundation (ATCF). Dr. Elms sits on the international Technical Advisory Committee of the Global Trade Professionals Alliance and is Chair of the Working Group on Trade Policy and Law. She is on the board of the Trade and Investment Negotiation Adviser (TINA) at the UN Economic and Social Commission for Asia Pacific (UNESCAP).*



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

*In his role as Director, Illicit Trade Prevention Asia Pacific, Rodney leads PMI's Asia Region efforts safeguarding the legitimate supply and purchase of its products, protecting the best interests of the company, shareholders, customers and society and takes an outcome-based approach, with interest in initiatives and cooperation's that directly improve the performance of PMI's cigarette and alternative nicotine delivery portfolios.*



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

*RTBA is headed up by Heath Michael who has specialised in delivering for retail brands and suppliers in regulatory and legislative outcomes for the last seven years. We continue to work with retail brands in advocacy with government while also working with suppliers on specific issues including protection of new and existing products.*

*Heath's extensive political and advocacy experience spans over two decades in both government and industry.*



**Tony Lugg**  
Chairman,  
Transported Asset  
Protection Association  
(TAPA)

*Tony is the Chairman of Transported Asset Protection Association (TAPA) in Asia Pacific – an international forum that focuses on reducing losses in supply chains through globally recognised standards, certification audits and real-time supply chain information incident system. Tony also sits on the Emeritus Council of Advisors for Supply Chain Asia. Tony has a strong background in Supply Chain Management, Security, Law Enforcement, General Management, Electronic Security, Aviation Security, Telematics and Global Account Management.*



## Impact of Illicit Trade

The impact of illicit trade is felt not only in lost government revenue, but also across multiple legitimate business sectors, and by consumers exposed to sub-standard and dangerous products. There are multiple impacts of illicit trade:

### **Public Health & Safety**

*The illegal importation, distribution, and sale of counterfeit products pose a significant and growing threat to public health and safety. Counterfeiters do not care if their products contain the correct materials. They do not care if their products are made in sanitary conditions. They do not care if their products physically harm consumers. They do not care if their products result in economic damage to legitimate companies. Rather, they care about their product looking good enough to be purchased. They care about their bottom line.*

### **Government revenue**

*The costs of policing organised crime and securing borders is a fiscal burden, not only in the loss of excise and VAT, but in the loss of other taxes such as corporation tax/national insurance contributions.*

### **Environment**

*Regulated alcohol manufacturers operate in a sustainable way, maximize recycling opportunities, and dispose of any by-products of production in a responsible manner, in order to protect the environment. Illicit operators rarely follow safety standards or guidelines for using natural resources, the quality of materials used or in disposing of waste.*

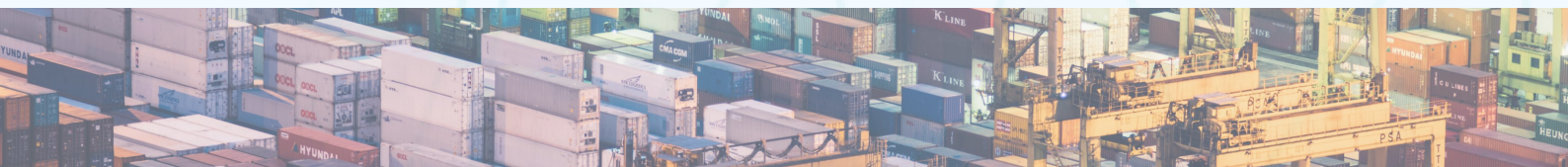
### **Economic sustainability of legal producers**

The existence of illicit goods puts at risk the economic sustainability of legal producers and their workers. For Example, the growth of the illicit tobacco trade has already had a measurable, detrimental impact on the Malaysian economy. The country was home to manufacturing facilities for two of the major global tobacco companies, BAT and JTI. However, both have ceased operations in recent years, citing the rise of the illicit trade and subsequent fall in the volumes of legitimate cigarette sales as their reasons for closure.

— “ —

*According to Oxford Economics (2019), it is estimated that, between them, the BAT and JTI factories supported some 5,750 jobs throughout the Malaysian economy in 2013 (their year of peak production). This activity is estimated to have contributed RM831 million to Malaysia's GDP that year, and raised RM161 million in tax revenues for the government (both in 2017 prices). Now the factories have closed, their contribution to the Malaysian economy has been lost entirely.*

— ” —



UNITED STATES SENATE COMMITTEE ON THE JUDICIARY, 2016. COUNTERFEITS AND THEIR IMPACT ON CONSUMER HEALTH AND SAFETY. U.S Immigration and Customs Enforcement, 2.

Skehan, Paul, Ignacio Sanchez and Lance Hastings (2016), "The size, impacts and drivers of illicit trade in alcohol", in OECD, Illicit Trade: Converging Criminal Networks, OECD Publishing, Paris.





## Drivers of Illicit Trade

The significant profits to be gained by criminal organisations from selling illicit goods are a major driver of growth in illicit trade. However, there are other factors which add to the issue.

### **High Tax & Price Differentiation**

*A key driver of illicit trade of alcohol, fuel and tobacco products is tax and price differentiation, so it's critical that these measures do not incentivize illicit trade. High taxes imposed by the government in its efforts to discourage demand for a particular product often encourages illegal trade in it. In Malaysia, The annual increase in excise duty on cigarette seen as a way to reduce the number of smokers has evidently failed as number smokers kept on increasing steadily reaching approximately 9 Million Smoker in 2020 compared to 5 Million smoker in 2015. The efforts to discourage smoking via higher taxes have backfired as smokers turn to readily available contraband cigarettes.*

### **Weak Enforcement**

*Another vital element to the proliferation of illicit trade is the lack of the strict compliance by authorities. Through its dual mandate of facilitating formal trade, the customs authorities play a crucial role while also preventing illicit trade. Lack of transparency and corruption at the borders are also among the issues associated with weak enforcement by the authorities. The weak rule of law motivates smuggling as it becomes more profitable to trade illegally when the expected costs such as the penalties imposed are small compared with expected profits.*

“

*Tax increases on cigarettes that go well-beyond inflation rates give smokers the incentive to increasingly seek out less expensive products. Criminals have taken advantage of this trend by offering illegal tobacco products at a significant price discount compared to legal products. - Stopillegal.com*

”





## Countering Illicit Trade in Free Trade Zones

*Over the past decades, FTZs have been established at a record rate to attract new business and foreign investment. Their aim is to facilitate trade and economic growth by eliminating tariffs, quotas and other taxes and minimising bureaucratic requirements, including certain customs procedures and disclosure requirements.*

*While FTZs produce economic benefits to their local economies, there is strong evidence that illicit trade (e.g. counterfeits, wildlife and arms) flows through them. OECD analysis has identified a positive correlation between the size of FTZs - in terms of employment and numbers of firms - and the value of illicit trade in counterfeits.*

*Some FTZs are also found to be key trans-shipment points for illicit goods that have been repackaged or relabelled to conceal their point of origin, before entering the legitimate supply chain.*





# Recommendation of the Council on OECD Legal Instruments Countering Illicit Trade: Enhancing Transparency in Free Trade Zones

## **1. Ensure that the legal framework for FTZ, established in their territory or that are otherwise under their administrative control,**

**a)** Provides for the right of competent authorities to require relevant data, documents, samples and other information related to the production and movement of goods, and to carry out, in accordance with domestic law, ex officio checks at any time on goods stored, manufactured or packaged and services provided or activities conducted in FTZ.

**b)** Allows for competent authorities to take appropriate actions and measures in accordance with their domestic law.

**c)** Empowers competent authorities to examine merchandise before or at the time of admission to a FTZ, or at any time thereafter, if the examination is considered necessary to facilitate the proper administration of any law, regulation, or instruction which the competent authority is authorised to enforce.

**d)** Empowers competent authorities to enforce applicable prohibitions and restrictions on activities carried out within the FTZ, having regard to the nature of the goods in question, the requirements of customs supervision, or security and safety requirements.

**e)** Empowers competent authorities to prohibit persons who do not provide the necessary assurance of compliance with customs provisions from carrying out activities in a FTZ.

**f)** Prohibits legal or natural persons convicted of illegal economic or financial activities from operating within FTZ.

**g)** Ensures that the perimeter and entry and exit points of FTZ are subject to competent authorities' supervision.

**h)** Ensures that goods, persons and means of transport entering and leaving FTZ are subject to effective controls.

**i)** Ensures that the economic operators that are allowed to operate within FTZ are physically located within the FTZ, and that they communicate to the competent authorities the identity of the clients in their operations. Where the client acts as an agent or representative, then the economic operator should also communicate the identity of the principal, that is, the person(s) on whose behalf the agent acts, to the competent authorities.





## Recommendation of the Council on OECD Legal Instruments Countering Illicit Trade: Enhancing Transparency in Free Trade Zones

**2.** Ensure competent authorities have access to aggregated statistical data on goods entering and leaving FTZ on the basis of their tariff classification, and information that identifies the owner(s) of goods.

**3.** Cooperate internationally in the exchange of law enforcement information, and consult with competent authorities and affected industries in investigations and other legal or administrative proceedings concerning specific cases of misuse of FTZ related to illicit trade. This includes means such as:

a) Sharing financial and administrative information spontaneously and upon request to support the provision of evidence in judicial proceedings, or to ensure and further the effective supervision and control of FTZ and the prevention of their misuse, in accordance with domestic law.

b) Making better use of and adherence to current arrangements for Customs to Customs cooperation, as required through Customs Mutual Assistance Agreements and other law enforcement information sharing and disclosure gateways and protocols.

c) Cooperating and assisting in the development and implementation of policies and practices to counter illicit trade in FTZ, including technical assistance to share and develop improved systems for record keeping by competent authorities, FTZ and economic operators.

**4.** Enhance domestic inter-agency co-operation, including obligations to report suspicions of illegal behaviour to the competent public authorities, information sharing between agencies; and other co-operation mechanisms such as joint investigations and joint intelligence centres.

**5.** Promote awareness amongst competent authorities and private sector stakeholders (e.g. major intermediaries including shipping agents, freight forwarders, customs brokers and logistics companies) to understand the roles and responsibilities of operating in an FTZ, as well as risks related to FTZ operations.

**6.** Foster partnerships among stakeholders to counter illicit trade emanating from high risk FTZ, such as those that have not implemented the Code of Conduct for Clean Free Trade Zones, which is set out in the Annex to this Recommendation and forms an integral part thereof. This includes efforts to encourage the business community that makes use of FTZ, or that finances operators within FTZ, to conduct business in or engage with FTZ that are compliant with the Code of Conduct for Clean Free Trade Zones.

**7.** Monitor the activities of FTZ and publish annual indicators that help contribute to an evaluation of their risk of facilitating illicit trade.



**8.** Develop relevant prior non-compliance or enforcement statistics, including customs detentions and seizures of illicit goods originating, or in provenance from FTZ, and enforcement actions already taken regarding that FTZ.

**9.** Conduct targeted operations with respect to shipments originating from high risk FTZ, such as those that do not implement the Code of Conduct for Clean Free Trade Zones.

**10.** Make greater use of existing or new international agreements that include provisions on mutual legal assistance or other forms of enforcement cooperation, in order to combat illicit trade conducted through FTZ. When administering such agreements, Adherents should designate the competent authorities and their points of contacts in order to facilitate the communication between and among the competent authorities of the parties to such agreements.

**For Full Report, Visit**  
<https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0454>

OECD, Recommendation of the Council on Countering Illicit Trade: Enhancing Transparency in Free Trade Zones, OECD/LEGAL/0454

## About the OECD

The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies.

The OECD Member countries are: Australia, Austria, Belgium, Canada, Chile, Colombia, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, the Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States. The European Union takes part in the work of the OECD.

For the purpose of this Recommendation, the following definitions are used:

– 'Free Trade Zone' refers to an area designated by a country or jurisdiction, where goods that enter this area are not subject, or are subject to lower import or export duties than those that would apply if such goods were declared for release for free circulation, at the moment when they enter it. Facilities used for temporary storage or for the customs warehousing procedure are not deemed to be Free Trade Zones.

– 'Competent authorities' include, but are not limited to, the following public authorities: police, customs, fiscal, and market surveillance officials with jurisdiction over the relevant persons, places, processes/procedures, or goods.



At **Philip Morris International (PMI)**, tackling the illicit trade problem is one of our top priorities. We have a dedicated global team of illicit trade prevention professionals and we have invested significant resources to ensure strong controls in our supply chain, to raise awareness of the consequences of the illegal tobacco trade, and to develop workable solutions.

Through smuggling, counterfeit, and tax evasion, governments are losing billions in lost tax revenues, legitimate businesses are undermined, and consumers are exposed to poorly made and unregulated products.

And as PMI works towards a smoke-free future with products that are a much better choice for adult smokers than continuing to smoke – we know that to achieve a world without cigarettes, we also have to help secure a future without illicit trade.

Illicit trade makes cheap, unregulated tobacco products easily accessible – undermining efforts to reduce smoking prevalence and protect youth from smoking. This is why preventing illicit trade is central to many public health policies around the world.

PMI has a zero-tolerance approach when it comes to illegal trade. We employ, and continuously refine, a set of practices and tools to preserve the integrity of our supply chain and prevent the smuggling of our products. We have implemented technologically innovative tracking and tracing solutions, sophisticated security features, and world-leading supply chain controls.

PMI is committed to combatting the illicit trade in tobacco products, including the criminal networks that counterfeit or smuggle tobacco products across borders, or engage in illegal operations which take place in poorly monitored Free Trade Zones (FTZs).

Enablers of illicit trade, such as vulnerabilities in FTZs, need to be addressed by implementing regulations to control the movement and transaction of sensitive goods and strengthening sanctions, while preserving the benefits of free trade. The priority should be to protect consumers, governments, and legitimate businesses around the world.

The impact which COVID-19 will have on illicit trade and criminal organizations is currently the subject of discussion and analysis by academia, international organizations, law enforcement agencies, and even legitimate businesses like ours.

Media and international Non-Governmental Organizations, like Interpol and the WCO, have reported a surge in illicit trade during the pandemic, and are warning the public to expect a steep rise in counterfeit goods and fraudulent activity; from fake surgical masks and medicines to cybercrime and fraud. Europol has also reported that there is a risk that counterfeiters will use shortages in the supply of some goods to increasingly provide counterfeit alternatives both online and offline.

Tackling illicit trade amidst this crisis will require extensive public-private collaboration, and a commonsense approach to make full use of the existing expertise, knowledge sharing, innovative solutions, and evolving technologies available.

As a member of civil society, we have a responsibility to address the problem that is illicit trade, and help foster an inclusive approach for public and private sectors and civil society to build innovative programs against illegal trade in its many forms. This is why in 2016 we decided to launch PMI IMPACT, a global initiative supporting public, private, and NGO projects aimed at tackling illegal trade and related crimes.

Only through open dialogue, cooperation, and the sharing of best practices between parties in the public and private sectors, as well as civil society, can we continuously improve and advance our efforts against illicit trade and the criminal networks benefiting from it.



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





# WHAT IS PMI DOING AGAINST ILLICIT TRADE?

**E**liminating illicit tobacco has always been a long-standing priority for PMI.

We want our products sold legally in the market for which they are intended. We continue to invest in significant resources to ensure strong controls in our supply chain and we have a dedicated global team of illicit trade prevention professionals in place. Technologically innovative tracking and tracing solutions have been implemented with sophisticated security features and world-leading supply chain controls for our products.

## PMI IS TAKING ACTION TO FIGHT ILLICIT TRADE



### RESEARCH & INTELLIGENCE

Monitoring levels and identifying trends of illicit tobacco products through research.



### TRACKING AND TRACING

Implementing product authentication and tracking and tracing technologies.



### BUILDING PARTNERSHIPS

Build strong and sustainable public private partnerships with civil society, academia and governments to implement innovative strategies to address the issue.



### COOPERATION WITH LAW ENFORCEMENT

Cooperation with law enforcement and supporting the efforts of authorities to find, track down, confiscate and destroy illicit tobacco products.



### AWARENESS RAISING

Information campaigns designed to inform people about illicit trade and its consequences.

## PMI HAS A ZERO TOLERANCE APPROACH TO ILLICIT TRADE

We employ and continuously refine a set of practices and tools to preserve the integrity of our supply chain and prevent the smuggling of our products. Forming the acronym ENFORCE, these demonstrates our commitment to halting this problem:

**E**nhanced Volume Monitoring - We continuously improve our volume monitoring approach into the supply chain, to increase our ability to detect unusual purchasing patterns that may reflect diversion somewhere down the supply chain.

**N**otifying Suspected Compliance Violations - With our Know Your Customer and third-party manufacturer policy, we require our employees to report any suspected diversions of products that occur in our supply chain.

**F**ollowing Up Seizures - We diligently follow up when we are notified of seizures of our products. We inform our customers and ensure that the necessary actions are taken to secure our supply chain.

**O**rder Controls Improvement - When there is a significant diversion risk, we monitor customer orders and ensure that they are commensurate with demand in the intended market.

**R**aising Awareness to Prevent Product Diversion - We raise awareness at the consumer level and cooperate with law enforcement agencies to highlight the risks associated with product smuggling.

**C**ontrol Through Tracking and Tracing - We invest in product coding and scanning and continue to expand our capabilities to meet regulatory and PMI internal requirements.

**E**mployee Training - Awareness of specific risks and actions needed are essential to align the entire organization behind our common goal. Therefore, our markets allocate resources and time to ensure that employees are aware of "why", "what" and "how" they should act.





**PMI IMPACT** is a global initiative to support public, private, and nongovernmental organizations to develop and implement projects against illicit trade and related crimes.

The initiative was launched in 2016 with a \$100 million pledge from PMI to fund the first three rounds of grants.

Public organizations, law enforcement, private entities, and non-governmental organizations from around the world are invited to submit their project proposals for funding. Projects can range from research initiatives to awareness programs to on-the-ground activities, in line with the theme of each funding round. Projects are selected through an open and defined evaluation process, led by a council of independent experts.

No idea is too small, as long as a project can achieve a lasting impact against illicit trade and related crimes such as corruption, organized crime or money laundering. Some examples include:



Research programs to enhance knowledge on illicit trade and related crimes, helping to better understand all aspects of the problem and develop solutions.



Educational initiatives to improve the ability of the public and private sectors to effectively combat illicit trade and to increase cross-sectoral collaboration.



Development of technological solutions, tools, and equipment to facilitate anti-illicit trade efforts.



Activities to raise awareness of multiple audiences on the issue of illicit trade, as well as on ways to tackle it.

**PMI IMPACT** has launched two funding rounds and allocated \$48 million for the implementation of 60 projects in 30 countries. The projects address multiple aspects of illicit trade, ranging from the smuggling of tobacco, alcohol, and pharmaceutical products to the trafficking of rare animal species. Beyond illicit trade, the projects explore solutions for tackling a broader web of related crimes such as drug trafficking, money laundering, organized crime, and modern-day slavery.

Learn about PMI IMPACT: [www.pmi-impact.com](http://www.pmi-impact.com)



## Who Attended

**188 Attendee** representing **134 Organization**

|                                  |   |   |                                  |  |
|----------------------------------|---|---|----------------------------------|--|
| 3M Malaysia                      | Dagang Net Technologies   | Hsa                                     | Ministry Of Health, Malaysia     | Secureprin   |
| A B Graphic International        | Danfoss Singapore   | Imperial Brands                         | Morphotonix S.a.r.l.             | Shell Malaysia   |
| Acviss Technologies              | De La Rue   | Imperial Brands Australasia             | Motorola Solutions               | Shopee   |
| ADK                              | DELARUE   | Indonesian Customs                      | Multifoil Sdn Bhd                | SICPA  |
| AGLIVE PTY LTD                   | Dell Malaysia   | INEXTO SA                               | Nabcore Pte Ltd                  | Sime Darby Mobility Division                                 |
| AIN MEDICARE SDN. BHD.           | DKSH  | Inova pharmaceuticals                   | NANOBRICK                        | Singapore Customs  |
| Allergan                         | DSV Panalpina   | Intac Pte Ltd                           | Novartis                         | SPQR   |
| Amazon                           | Ejadah Assets Management  | INTELLIGENCE RESOURCE SERVICES          | OISTE Foundation                 | SSM  |
| Amgen                            | Enforcement Division, Ministry of Domestic Trade and Consumer Affairs, Malaysia | InTranssion                             | OneQuinteZion                    | SURYS - IN GROUPE  |
| Amgen Asia Holding Limited       | Escudo Web Software   | IPO / British High Commission Singapore | OriginAll S.A.                   | Suzhou Image Laser Tech                                      |
| Angstrom Technologies Inc.       | Federation of Malaysian Manufacturers   | I-Sprint Innovations                    | Osiris Consultancy Sdn Bhd       | Takeda Pharmaceuticals                                       |
| ApiraSol                         | Flex  | Japan Tobacco International             | PACKTICA SDN BHD                 | Teva   |
| Asias Security Group             | Flipkart  | Jin Shun Lee Sdn Bhd                    | Petronas                         | Transnational Alliance to Combat Illicit Trade               |
| Australian Consulate             | Flipkart Internet Private Ltd   | Karex                                   | pharmaniaga lifescience          | Treasury Wine Estates  |
| Authentic Vision                 | Gohar Group   | Kellogg Company                         | Philip Morris International      | TVS Motor Co   |
| Bank Negara Malaysia             | Grab  | Kickers Malaysia                        | Philip Morris (Malaysia) Sdn Bhd | U-NICA   |
| Bayer                            | Group-IB  | KPDNHEP Malaysia                        | Philip Morris Asia Ltd           | VerifyMe   |
| BPOM (Indonesia FDA)             | GS1   | KURZ                                    | Pinkerton                        | Veritrace  |
| British American Tobacco         | H&E Alliance  | Lazada Malaysia                         | PNMB Innoventures Sdn Bhd        | Western Digital  |
| Bureau of Customs                | Health Sciences Authority   | Lodha Group                             | Police Frankfurt                 | World Health Organization                                    |
| Bureau of Customs, Philippines   | Heineken Malaysia Berhad  | Louis Vuitton                           | Premium Symbol Sdn Bhd           | Windeln.de SE  |
| Bureau of Customs, Port of Davao | Holostik India  | Malaysian Customs                       | Proveros                         | WiSeKey  |
| Casade Moneda de Chile           | HP  | MDTCA                                   | PT. PURA BARUTAMA                | Xiaomi Corporation   |
| CCL Label A/S                    | HP Indigo   | Meat and Livestock Australia            | PVR ENTERprises                  | Z Plus Security Holograms and Labels (A unit of Divya Impex) |
| Central University of Kerala     | Merck   | Microsoft                               | Reckitt Benckiser Inc            | Zuellig Pharma Malaysia                                      |
| Cisco                            | Ministry of Domestic Trade and Consumer Affairs                                 | RTBA                                    | Restu Ideal (M) Sdn Bhd          |  |

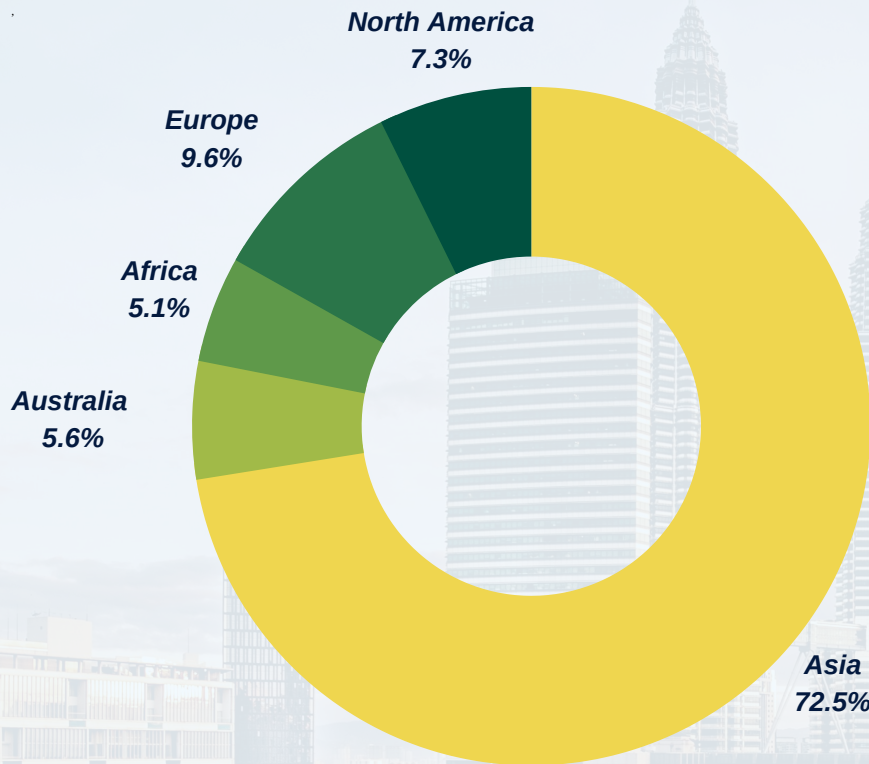


# Members Benefit





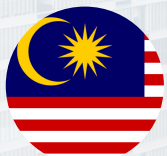
## DEMOGRAPHICS



- 72.5% of the attendees were based in the Asia Region, 9.6% were based in Europe, 7.3% were based in North America, 5.1% were based in Africa, while attendees based in Australia were only 5.6%
- Most of the attendees based in Asia were from Malaysia, Philippines, Singapore and Hong Kong.



## TOP COUNTRIES



**31% of the Attendees were based/streaming from Malaysia**



**16% of the Attendees were based/streaming from the Philippines**



**12% of the Attendees were based/streaming from Singapore**



**8% of the Attendees were based/streaming from Hong Kong**

## ENGAGEMENT



108 Attendee watched the Webinar Live while streaming YouTube.  
47 Attendee watched the Webinar Live through our website.  
14 Attendee watched the Webinar Live through Facebook.

A total of 12 Questions were asked collectively through the Streaming Platforms YouTube, Facebook and Our Website



77% of the Attendees attend the full webinar from the start of the broadcast to the end which is a total of 145 attendee.

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



The Webinar has been shared 47 times using the Share button on YouTube.





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IN ASIA PACIFIC

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