

8TH edition **MASCRADE 2022** MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE



Unleashing the Power of Consumers in the fight against Smuggling and Counterfeiting

22-23 September 2022 | Shangri-La Eros, New Delhi



SAVE THE DATE!

Key Highlights

- Imparting knowledge and creating awareness amongst the consumers about their rights, duties and responsibilities to counter illicit trade and support effective governance in the country
- Adopting anti-counterfeiting, anti-smuggling and brand protection strategies, strengthening of the legal system and investing in research and development to address the menace of counterfeiting and smuggling
- The international conference will provide a platform to analyze and discuss global best practices among the stakeholders on the adverse socio-economic impact of illicit trade
- Anti-Counterfeiting and Anti-Smuggling Awards & Felicitation Ceremony- Enforcement Officers, School Children and Journalists

Who will be Attending?

- INTERNATIONAL INSTITUTIONS
- INDUSTRY
- MEDIA
- CONSUMER RIGHTS ACTIVISTS
- TECHNOLOGY PROVIDERS
- CONSUMERS
- LEGAL EXPERTS

What are We Discussing This Year?

- Empower, Inspire and Connect Consumers for a Safer and Healthier World
- Reining in the Threat Posed by Online Bad Actors to your Business and its Consumers
- Consumers and India's Growth Trajectory: A Manifesto for Prosperous Nation Building
- An Inter-Ministerial Dialogue on Prioritizing the Fight Against Counterfeiting and Smuggling – Towards Socio-Economic Development in India's 'Amrit Kaa'
- Accelerating Action Against Organized Crime Fueling Illicit Trade - Identify, Analyze and Respond
- Issues, Trends and Collaborations – Need for Proactive Strategies to Stay Ahead of Illicit Players



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