

15TH EDITION

ASIA SECURITY

ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION

CONFERENCE & EXHIBITION

2026

26TH OCTOBER, 2026

BANGKOK, THAILAND

SHANGRI-LA BANGKOK

REGIONAL UNITY, GLOBAL IMPACT

ASEAN'S COLLECTIVE FIGHT AGAINST ILLICIT TRADE

UNITING GOVERNMENTS, ENFORCEMENT,
INDUSTRIES AND INNOVATORS TO
STRENGTHEN COLLABORATION, PROTECT
CONSUMERS AND BUILD A RESILIENT,
TRUSTED MARKETPLACE ACROSS ASIA AND
BEYOND.

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WELCOME *to* **ASIA SECURITY**

**ANTI-COUNTERFEITING, ILLICIT TRADE
& BRAND PROTECTION**

**SHANGRI-LA BANGKOK
26TH OCTOBER, 2026**



Illicit trade and counterfeiting remain among the most pressing economic and social threats confronting the ASEAN region. From the smuggling of consumer goods and counterfeit pharmaceuticals to the illicit trade in excise products and luxury items, these activities erode government revenues, distort legitimate markets, and endanger consumers across borders.

The ASIA Security Conference & Exhibition stands as the region's leading platform dedicated to combating illicit trade, counterfeiting, and brand infringement. It brings together brand owners, regulators, customs authorities, law enforcement, policymakers, and security technology providers to foster collaboration and drive impactful, sustainable solutions.

Following the resounding success of previous editions held in Kuala Lumpur, New Delhi, and Singapore, the 2026 conference will take place in Bangkok, Thailand, marking another strategic step in uniting ASEAN stakeholders under a shared vision of collective regional action.

Under the theme "Regional Unity, Global Impact: ASEAN's Collective Fight Against Illicit Trade," the 2026 edition will emphasize joint enforcement efforts, cross-border intelligence sharing, and public-private collaboration as key pillars to achieving measurable progress in brand protection and supply chain integrity.

The two-day conference and exhibition will convene over 200 regional and international participants, offering a dynamic mix of:

- High-level plenary sessions and panel discussions addressing regional enforcement priorities and cross-sector coordination.
- Country spotlights and case studies showcasing effective national and multi-agency responses.
- An exhibition presenting the latest authentication, digital traceability, and brand protection technologies.
- Networking and bilateral meetings connecting key stakeholders across the enforcement and private sectors.

With Thailand's pivotal role as a trade and enforcement hub within ASEAN, the ASIA Security Conference & Exhibition 2026 will reaffirm the region's commitment to building a unified front — one that not only protects brands and borders but also strengthens trust, integrity, and economic resilience across Asia and beyond.

Hazem Ibrahim
Hazem Ibrahim
Founder & CEO



2026

SPEAKER PAGE

26th October 2026 | STRENGTH THROUGH COLLABORATION

- 0930** Chairperson Opening Remarks
Ramesh Raj, Regional Director - Asia Pacific, Pharmaceutical Security Institute (PSI)
- 0935** Keynote Speeches
- Keynote Speaker: Chris Humphrey, Executive Director, EU-ASEAN Business Council
 - Keynote Speaker: Emmanuel Luis D. Licup (Ret.), Deputy Commissioner (Intelligence Group), Bureau of Customs (Philippines)

1000 EXHIBITION TOUR & MORNING REFRESHMENTS

- 1020** Topic 1 IISS Report Launch
By Senior Representative, IISS

1040 Panel Discussion 1 | Strengthening ASEAN Customs Cooperation: Intelligence Sharing, Joint Enforcement & Cross-Border Collaboration

As illicit trade networks become increasingly sophisticated and transnational, customs administrations across ASEAN face growing pressure to strengthen intelligence-sharing mechanisms and enhance operational cooperation. This session will explore how customs authorities can leverage regional partnerships, data exchange, and public-private collaboration to improve enforcement outcomes while facilitating legitimate trade.

Key Talking Points

- Enhancing Cross-Border Intelligence Sharing: Building trusted mechanisms for real-time intelligence exchange among ASEAN Customs administrations and enforcement agencies.
- Joint Operations Against Transnational Illicit Trade: Lessons learned from coordinated enforcement actions targeting counterfeit goods, smuggling, and organized criminal networks.
- The Role of Industry in Customs Enforcement: How brand owners and the private sector can support customs through actionable intelligence, authentication tools, capacity building, and risk profiling

Moderator

- Chris Humphrey, Executive Director, EU-ASEAN Business Council

Panelist:

- Edward Thurmond, CBP Attaché (Cambodia, Laos, Myanmar, Thailand, and Viet Nam), U.S. Customs and Border Protection
- Emmanuel Luis D. Licup (Ret.), Deputy Commissioner (Intelligence Group), Bureau of Customs (Philippines)
- Rodney Van Dooren, Director of Illicit Trade Prevention, Philip Morris International

- 1140** Topic 2 Counterfeits, Illicit Markets and Organized Crime
By Louise Taylor, Director - Observatory of Illicit Economies in Asia and the Pacific, Global Initiative Against Transnational Organized Crime

- 1200** Topic 3 Effective Brand Protection - The most powerful way to protect your brand is to involve your customers
By Christoph Stegemann, Vice President, Global Sales, Scribos

- 1220** Topic 4 Brand Protection Beyond the Basics
By William Mansfield, Director of Intellectual Property, ABRO Industries Inc.

- 1240** Topic 5 O2O investigations - The Value of Close Cooperation between Online Monitoring and Offline Investigation
By Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd

1300 NETWORKING LUNCH

1400 Panel Discussion 2 Protecting Public Health: Combating Counterfeit Pharmaceuticals Across ASEAN

Counterfeit and substandard medicines continue to pose one of the greatest threats to public health across the region. Criminal networks exploit weak supply chains, online pharmacies, and cross-border trade to distribute dangerous products. This session will explore how governments, regulators, law enforcement agencies, healthcare organizations, and the pharmaceutical industry can strengthen regional cooperation to safeguard patients and secure legitimate pharmaceutical supply chains.

Key Talking Points

- Emerging Trends in Pharmaceutical Counterfeiting: Understanding evolving criminal methods, online distribution channels, and regional trafficking patterns.
- Securing the Pharmaceutical Supply Chain: Leveraging serialization, authentication technologies, traceability systems, and regulatory oversight to protect legitimate medicines.
- Regional Cooperation to Protect Patients: Enhancing collaboration between customs, health authorities, police, pharmaceutical companies, and international organizations to strengthen enforcement and public awareness.

Moderator

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

Panelist:

- Benedict Chen, Regional Security Advisor - APAC, Japan & China, Novo Nordisk
- Calvin A. Webb, Regional Attaché, Homeland Security Investigations - Bangkok
- Aleksander Plecyk, Regional Technical Officer for East, Southeast Asia & the Pacific, International Narcotics Control Board (INCB)
- Shrayan Kumar Bansal, Advocate & Senior Partner, United & United
- Pairoj Osatpirat, Medicine Regulation Division, Food and Drug Administration, Ministry of Public Health (Thailand)

- 1500** Topic 6 ASPA - The Role of Authentication & Traceability: From Counterfeiting to Consumer Confidence - An ASPA Perspective
By Puneet Maithani, Director - Industry Affairs, Authentication Solution Providers' Association (ASPA)

1520 AFTERNOON REFRESHMENTS

1530 Panel Discussion 3 Combating Illicit Trade in the Digital Economy: Small Parcels, E-Commerce & Online Marketplaces

The rapid growth of e-commerce has transformed global trade but has also created unprecedented opportunities for counterfeiters and illicit traders. The increasing volume of low-value small parcels presents significant enforcement challenges for customs authorities and online marketplaces alike. This session will examine collaborative strategies to improve detection, strengthen platform accountability, and disrupt illicit supply chains in the digital marketplace.

Key Talking Points

- Managing the Explosion of Small Parcel Shipments: Risk-based targeting, customs modernization, and technology-driven screening for high-volume parcel environments.
- Marketplace Responsibility & Seller Verification: Best practices adopted by leading e-commerce platforms to detect, remove, and prevent counterfeit listings while protecting consumers.
- Strengthening Public-Private Collaboration: Improving information sharing between customs, logistics providers, postal operators, marketplaces, and brand owners to combat online illicit trade.

Moderator

- Jonathan Selvasegaram, Asia Pacific Manager and Legal Counsel, React

Panelist:

- Ing Wang, Customer Trust External Relations, Amazon
- Marie Goh, Associate Director | Stewardship & Stakeholder Partnership, CropLife Asia
- Charles Hoskin, Global Director of Brand Protection, Beiersdorf
- Chris Merchant, Head of Global Brand Protection & Security, Champion Intellectual Property Service Co., Ltd

1615 Fireside Chat | Two Regions, One Illicit Economy: What Africa and ASEAN Can Learn from Each Other

- Michael Lamont, Partner, Spoor & Fisher South Africa
- Sadiq Misbau Murtala, Chief Superintendent of Customs (CSC) - Post Clearance Audit (PCA), Nigeria Customs Services
- Letitia Davids, Responsible Trade Task Force - Operations Manager, Drinks Federation of South Africa
- Captain F. P. Fullard, National Counterfeit and Illicit Goods Policing, South African Police Service

1700 CHAIRPERSON CLOSING REMARKS & DRINK RECEPTION

Fight counterfeits and increase your revenue



Reduce your counterfeit rate

Win back market
shares by customers
avoiding fakes



Take down the counterfeiters

Use the data to find the
sources and the sellers
of fakes, grey market
and other fraud activities



Interact with your customers

Offer digital marketing
and product
information to your
customers

**Protect your
brand and
increase your
revenue**

ASIASec2026

DELEGATE ACTION MAP

One day. Four objectives. One stronger enforcement ecosystem.



01

DISCOVER



Identify one emerging illicit-trade threat, enforcement approach or technology that could influence your work.

MY KEY DISCOVERY

02

CONNECT



Meet someone from government, law enforcement, a brand, technology provider, e-commerce or logistics.

A VALUABLE NEW CONNECTION

03

COLLABORATE



Explore one opportunity for intelligence sharing, capacity building or public-private cooperation.

POTENTIAL COLLABORATION

04

ACT



Turn the conference's insights into a practical next step.

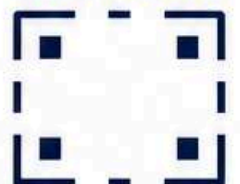
ONE ACTION I WILL TAKE AFTER ASIASEC2026



CONVERSATION STARTERS

- What illicit-trade threat is growing fastest in your market?
.....
- Where are the biggest gaps in intelligence sharing?
.....
- What action can our organisations take together after Bangkok?

SCAN FOR THE
DIGITAL AGENDA &
EVENT UPDATES



Protecting What Matters Most.

WE DEFEND YOUR IP, PRODUCTS, REPUTATION AND CUSTOMERS AGAINST COUNTERFEITING



A Winning Combination

Founded in 2001, Champion provides a fully integrated Brand and IP protection service.

We combine 24h AI-powered monitoring and takedown with a team of 130 investigators, backed by an in-house law firm offering a full range of services. This combination ensures optimal results - whatever the challenge may be.

Your Local Partner in China

With offices in Guangzhou, Hangzhou and Hong Kong SAR, our teams have invaluable expertise, and offer close proximity to law enforcement, customs, regulators and courts.

- ✓ 25 years unmatched experience in investigations
- ✓ 14 branch offices across China
- ✓ Cultural, linguistic and regulatory familiarity



24h AI-Powered Online Brand Monitoring

Our 80-strong team allows us to monitor and prevent IP infringement and illicit trade, automate processing and resolution - providing superior protection for brands. We manage IP enforcement and takedowns across China, with capacity to monitor 30+ other countries.



Offline Investigations & Intellectual Property

Supported by 130 full-time investigators and 40 client account staff, we have built a nationwide investigations network which has protected our client's interests for 25+ years. Our work has received awards from both Government agencies and trade organisations.



In-House IP Law Firm & Legal Services

Our 10 lawyers and legal staff support clients in prosecution, litigation and non-contentious enforcement, pertaining to trademarks, patents, copyrights, and unfair-competition matters.



Business Intelligence & Operational Risk

We provide investigation related services in the areas of e-commerce oversight, due diligence of investments, partnerships, and employees, along with licencing management and trade secret protection.

EMEA/ASIASEC2027

ANTI-COUNTERFEITING, ILLICIT TRADE & BRAND PROTECTION



NAIROBI
KENYA

DHAKA
BANGLADESH

HANOI
VIETNAM

April 27-28

July 27-28

October 27-28

ACROSS BORDERS. AGAINST ILLICIT TRADE.



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COLLABORATION & PARTNERSHIPS**

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