

ANNUAL CONFERENCE

Thursday 7 November 2019

Hilton London Kensington Hotel,
Holland Park Avenue London W11 4UL

In this ever changing and often very difficult environment, it's imperative brands adapt to stay ahead. This years' Conference offers continuous debate, trusted knowledge sharing and expert speakers.

Programme

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08:30 Registration and refreshments

09:30 Welcome

Session One

Welcome and introductions

Shelley Duggan Chair, ACG

09:40 Keynote

A view of the challenges and opportunities facing the UK

Sajid Javid Chancellor and Chair of the Economic Crime Strategic Board (tbc)

10:00 Explore

Where next for ACG?

Phil Lewis Director General, ACG

Graham Mogg Intelligence Coordinator, ACG

10:20 Insight

An interview with the national police lead for intellectual property (IP)

Giles York QPM Chief Constable, Sussex Police and Chair of the IP Crime Group (tbc)

10:40 Analysis

Illicit Trade: A Threat to National Security

Alexandria Reid Royal United Services Institute (RUSI)

11:00 Questions followed by a break for refreshments

11:40 Examine

Session Two

How AIM is working to protect brands from counterfeiting in Europe

Michelle Gibbons Director General, European Brands Association (AIM)

12:00 Focus

Speaking up for the consumer

Arnold Pindar Chair, UK National Consumer Federation

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12:20 Strategic

How brands can take on and beat the counterfeiters

TBA CEO, Global Brand

12:40 Future

An interview about President Trump's US Memorandum and the USA's approach

Susan Wilson US IP attaché to the European Union (EU)

13:10 Questions followed by lunch

14:10 Learning

Session Three

How consumers' ethical attributes impact buying behaviour

Paurav Shukla Professor of Marketing, Southampton Business School, University of Southampton

14:30 Challenges

Panel presentations: intermediaries

Nick Mays Manager, Law Enforcement Outreach & Investigations, Western Union

Amazon

TBA International express/freight/courier

TBA Cargo transporter

15:20 Questions followed by a comfort break

15:30 Discussion

Panel discussion: intermediaries

Nick Mays Manager, Law Enforcement Outreach & Investigations, Western Union

Amazon

TBA International express/freight/courier

TBA Cargo transporter

Moderator **Phil Lewis**, Director General, ACG

16:15 Questions and close

Wrap up and conference close

Phil Lewis Director General, ACG

BOOKING FORM

ACG Annual Conference 2019

Thursday 7 November 2019

(Eve of Conference Dinner Wednesday 6 November)

Hilton London Kensington Hotel, W11 4UL

WAYS TO BOOK:

- ✦ WEB a-cg.org
- @ CALL +44 (0)1494 449165
- ✉ EMAIL admin@a-cg.com
- ✉ POST **PO BOX 578, HIGH WYCOMBE, BUCKS HP11 1YD**

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1st DELEGATE Conference Dinner (tick as appropriate)

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ACG Member Delegate

£400 + VAT

Non-Member Delegate

£600 + VAT

Enforcement Officer

£150 + VAT

Eve of Conference Dinner

£75 + VAT

*All prices exclude VAT

An invoice will be sent on receipt of this booking form. Payment must be made prior to the event

Signature _____

Date _____

ALL CANCELLATIONS MUST BE MADE IN WRITING Cancellations will be charged a 25% administration fee.

The full fee is payable for any cancellations received after **24 OCTOBER 2019**.

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