



ANNUAL CONFERENCE AGENDA

Fakes, Fraud & Forward Thinking:

IP Leadership to Combat Counterfeiting

Sheraton Skyline Hotel | London Heathrow | 19 Nov 2025

09:30 Registration and Refreshments

Breakfast rolls and drinks served until 10.15am. Generously sponsored by Authentix

10:15 Welcome & Introduction

Paul Dicken – Chair, ACG Board of Directors and Vice President Brand Protection and Corporate Security, Liverpool Football Club

Phil Lewis – ACG Director General

10:45 Leading the Hard Way - from the SAS to Catching Counterfeiters

Billy Billingham MBE QCB is TV's most experienced and decorated former SAS operator. Seen on BBC's SAS Catching the Criminals doing battle with counterfeiters, to lead instructor on Channel 4's SAS Who Dares Wins

11:30 Refreshment Break and Networking

Generously sponsored by Appleyard Lees LLP

12:15 Emerging Organised Crime Trends and Threats – Lessons from the Front Line for IP Leaders

Elijah Glantz – Research Fellow for the Organised Crime and Policing Team at Royal United Services Institute for Defence and Security Studies (RUSI)

12:45 Panel Session | From Disruption to Defence, Innovation in Anti-Counterfeiting*

Olivia Mazzucotelli – Head of Brand & Industry Relations, TikTok with **Danielle Prince** at Lululemon

David Saussinan – Senior Manager IP Compliance, TEMU with **Chrystelle Foulon** at The SMILEY Company

Tom Bell – UK Country Lead, Customer Trust and External Relations, Amazon with TBC

Moderator: **Chloe Long**, Deputy Director General, ACG



13:30 Lunch served in Madhu's Restaurant

Generously sponsored by CSC

14:30 Fireside Chat | Turning the Tide Against Poly-Criminality and Counterfeiting

Simon Frank – Senior Investigations Manager EMEA, AstraZeneca

Andrew Horsley – Associate Director, EMEA Investigations, Global Security, Eli Lilly

Mike Isles – Director Alliance for Safe Online Pharmacy

Moderator: **Nicola Consterdine**, IP Protection Manager, Epson Europe BV

15:15 To be announced

15:45 Counterfeiting in the Age of Democratised Luxury: What Global Brands Need to Know

Professor Paurav Shukla – Luxury Branding Expert and Professor of Marketing at the Southampton Business School, University of Southampton

16:15 Closing Remarks & Award Presentation

Phil Lewis – ACG Director General

16:30 Networking Event - The Sky Garden

Conference guests are invited to enjoy our informal networking event in The Sky Garden, with food, drinks and music. Generously sponsored by IP House

*Panel Session Sponsored by Amazon, Temu, TikTok



Please share your photos & views on the day on LinkedIn & X #TheACG



@ACG (Anti-Counterfeiting Group)



@The-ACG