



12TH JULY 2023

ACG IP ROADSHOW CARDIFF

P R O G R A M M E

PRINCIPALITY STADIUM
WESTGATE STREET,
CARDIFF, CF10 1NS



WWW.A-CG.ORG | 01494 449165

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EXHIBITOR SET UP

This Roadshow will use a different format, whereby presentations will take place in the morning, in **The Millennium Lounge** and brand exhibitions will take place in the afternoon, in **The Clubhouse**.

Set up for members exhibiting is unavailable the day before the event, therefore we encourage our members to arrive from 10:30am on Wednesday 12th July 2023.

EXHIBITORS

Please make your way to **Gate 4**, if you wish to unload your items, the hospitality team will be on hand to assist with taking these up to **The Clubhouse Event Space**.

This is a drop off only area, please revert to parking information for more information.

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EXHIBITOR DELIVERIES

Please ensure you inform the ACG Event Team on what item(s) are being delivered and what date/time they can expect them so they can inform the relevant individuals at Principality Stadium.

DELIVERY ADDRESS:

*Principality Stadium Experience
FAO – Jason Fox
Gate 4
Westgate Street
CF10 1NS*

CLEARLY LABEL ITEM:

ACG Exhibition – 12th July 2023
The Clubhouse
Contact name & number

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MORNING AGENDA

09:00 | Delegates Check-in

Refreshments in the Riverside Terrace

09:30 | Delegates to move into The Millennium Lounge for Presentations

09:40 | Introductions

Phil Lewis - ACG Director General

Matt Knowles - ACG Intelligence & Strategic Initiatives Manager

10:00 | The IPO & PIPCU's joint approach to tackling counterfeits & serious organised crime

Ceri Martin & Andrew Masterson

10:30 | UL - International IP Crime Investigators College & Keith William Scholarship Opportunities

Michael Ellis - Senior Consultant (Anti-Counterfeiting Innovation Programme)

10:45 | Trade Marks Act, Possession, Custody & Control in the Context of OP Flash

Gavin Terry - Chartered Trading Standards Practitioner

11:15 | Comfort Break

Tea, Coffee & Homemade Cookies

11:30 | De La Rue - Digital Approaches to Minimising Counterfeiting & Illicit Trade

Amrik Chohan - Account Manager - De La Rue

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AFTERNOON AGENDA

12:00 | Exhibitor Lunch

Served in The Clubhouse while Delegates attend final presentations

12:00 | Criminal Law Presentation – Title TBC

Lee Reynolds & Alex Greenwood – Criminal Barristers

12:30 | Delegate Lunch

Served in The Clubhouse

12:30 | Stand Viewings, Networking with Brand Members & Delegate Questionnaire

Taking place in The Clubhouse

14:45 | Questionnaires Completed & Submitted

15:00 | Winners Announced & Closing Statements

Phil Lewis – ACG Director General

15:00 | Onward Travel & Take-Away Refreshments

Tea, Coffee & Welsh cakes

We wish you a safe journey home

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LUNCH MENU

Served in The Clubhouse

Assorted Wraps & Sandwiches

Welsh Rarebit & Onion Tartlet

Welsh Potato Crisps

Warm Deep Filled Pies

Crudities Served with Hummus

Southern Fried Goujons

Lemon Drizzle Cake

Fresh Fruit Platter

Please let Steph know if you have any dietary requirements on events@a-cg.com

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GETTING HERE

Address - Principality Stadium, Westgate Street,
Cardiff, CF10 1NS

DELEGATES

Entrance gate for delegates is **Gate 3**. Gate 3 is based on Westgate Street. Stewards will be on the gate to guide guests to **the Riverside Terrace on Level 3** for Check-In.

IMPORTANT NOTE

Guests will need to go up the escalators to Level 5, walk along the corridor until they are opposite Suite 82, then use the escalators to their left to go down to **Level 3**, where they will see **The Riverside Terrace**.

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PARKING

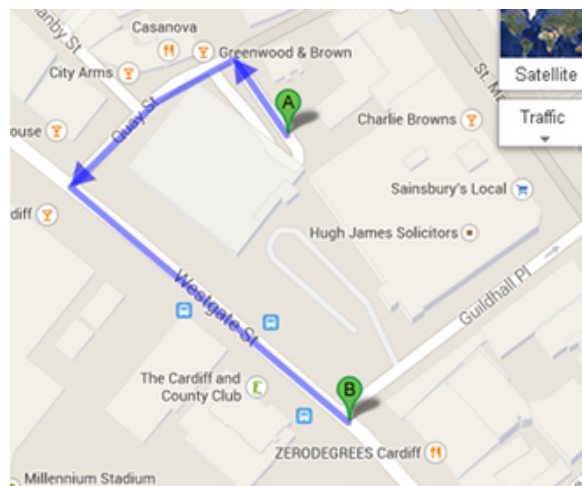
There is no parking available onsite. The nearest car park is **The NCP Car Park, Westgate Street, Quay Street, Cardiff, CF10 1DZ**

DIRECTIONS TO GATE 3 - DELEGATES

From Quay St continue onto Westgate St, proceed left until you reach NCP car park on the right. When you reach Principality Stadium, go under the large rugby posts. Proceed up the ramp to Gate 3 where you will see the stewards.

DIRECTIONS TO GATE 4 - EXHIBITORS

From Quay St continue onto Westgate St, proceed left until you reach Zero degrees on the left. When you reach the Principality Stadium, proceed down the ramp to Gate 4 where you will see the stewards.



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ACCOMMODATION

The Anti-Counterfeiting Group have secured a number of hotel rooms at a discounted rate at The Holiday Inn, Cardiff City Centre.

To book your stay please call the hotel directly on 02920 347238 or email reservations@hicardiffcitycentre.co.uk and quote 'ACG110723'



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The following ACG Members and Brands will be represented at The Cardiff Roadshow

Adidas - Apple - Authentix - Belstaff International -
Bath & Body Works - BorgWarner (Delphi) - Burberry
- Calvin Klein - Chanel - Coty - Countercheck -
CSC - Dr. Martens - Hermes - Hugo Boss -
Imperial Tobacco - Jaguar Land Rover -
Japan Tobacco International - JML
Levi Strauss & Co - Liverpool FC -
Louis Vuitton - Manchester United -
New Era Cap - Philip Morris International -
Procter & Gamble - PUMA - Radley & Co. -
REACT UK - Sony Interactive Entertainment Europe
- Stobbs IP - Supreme - The Premier League -
The North Face - Underwriters Laboratories - Vans
- Victoria's Secret - WRi Group