

# real real real real

## INVITATION TO SEMINAR IS THERE A SOLUTION TO THE COUNTERFEIT PROBLEM?

Around ten percent of all products on the global market are counterfeits. The number is increasing and everything is being copied. Washing powder, clothing, medicine, industrial parts, food etc. The counterfeiters see no limitations. And as soon as one counterfeiter is removed another one arises.

The fight against counterfeits can be extremely frustrating for the companies which are selling the real thing. But fighting the counterfeiters does make a difference. You just have to know which measures work and which have limited effect.

At this seminar representatives of some of the largest brands and from Danish customs will share their experiences and good advice on combating counterfeits.

Time: November 22, 2-6 pm.

Place: Skanska at Havneholmen 25, Copenhagen V, Denmark

Price: Free

Registration: [ika@nordialaw.com](mailto:ika@nordialaw.com)

### Program:

14.00-14.10: Welcome by Christina Wiesner, NORDIA

14.10-14.45: Andy Hunter, Brandsolutions

14.45-15.15: Jocke Sudow, Canada Goose

15.15-15.30: Break

15.30-16.00: Michael Nielsen and Dorte Rajczik Nørregaard, Danish Customs

16.00-16.30: Yves Bugmann, Federation of the Swiss Watch Industry

16.30-16.45: Break

16.45-17.15: Miroslav Marinkovic, Procter & Gamble

17.15-18.00: Questions and debate

18.00-19.00: Drinks and networking

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