

International Anti-Counterfeiting Strategies 2008

Optimising the efficiency of anti-counterfeiting strategy through effective
resource management and risk mitigation
27-28 February 2008 · Melia Milano, Milan, Italy

*IQPC announces the recent partnership between The BPCouncil and the Legal IQ's
2nd Annual International Anti-Counterfeiting Strategies 2008.*

LONDON– IQPC is proud to announce the recently signed partnership between the International Anti-Counterfeiting Strategies 2008 and the **BPCouncil**, one of the sector's leaders in providing tools to fight against counterfeit activities.

The **BPCouncil**, a member of the **BPIntelligroup**, provides a dynamic virtual community for the exchange of **information, resources**, and best practices as well as building social networks among leading professionals in the brand protection and intellectual property arena.

Legal IQ's **International Anti-Counterfeiting Strategies 2008** will provide a formidable panel of Anti-Counterfeiting and Brand Protection experts from those companies who are leading the field in terms of their anti-counterfeiting practices and a forum for the exchange of practical hints and tips, enabling brand owners to head back to their office with fresh ideas and insights to tighten up their anti-counterfeiting strategy.

The newly launched **BPCouncil** will provide delegates the International Anti-Counterfeiting Strategies conference with a dynamic platform to extend their industry networking experience and exploration of legal developments into a year-round happening. Throughout the year following the exclusive event, delegates will find mission critical information on new regulations, strategies and more relating to brand protection and intellectual property on **BPCouncil.com**.

The International Anti-Counterfeiting Strategies 2008 is a brand-owner driven event designed for and researched with Corporate IP and Brand Protection Officers and Their Advisers. The Summit will give the delegates the opportunity to discuss the latest anti-counterfeiting concerns with senior representatives from many of the world's leading brands, including a cross-industry panel of expert speakers such as:

David Jakobachvili, Founder & Chairman, **Wimm-Bill-Dann Foods**
Christophe Zimmermann, Head of Fight Against Counterfeits & Piracy, **WCO**
Benoit Godart, IP Crime Manager, **Europol**
Lieutenant Colonel Corrado Pillitteri, **Guardia di Finanza**

As well as exclusive case studies to benchmark Anti-Counterfeiting Strategies from Valentino, Novartis, Hewlett-Packard, Warner Bros, Cisco Systems, Ebay, British American Tobacco.

For full information on the International Anti-Counterfeiting Strategies 2008 visit
www.iqpc.com/uk/2008anti-c

For Press information and Public enquiries contact:
Tel. +44 (0)20 7368 9300 – enquire@iqpc.co.uk - www.iqpc.com/uk/2008anti-c

For more information on the **BPCouncil** and its activities visit:
<http://www.bpcouncil.com> or contact via telephone +41 (0)22 735 4065 or e-mail
info@bpcouncil.com

www.iqpc.com

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends,

technological developments and the regulatory landscape. **IQPC's** large scale conferences are market leading "must attend" events for their respective industries.

www.bpcouncil.com

The **BPCouncil**, a member of the **BPIntellgroup**, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.