

The Authentication Forum - India

At India's first international authentication conference and exhibition – The Authentication Forum - earlier this month, organised by the Authentication Solution Providers' Association (ASPA), in partnership with Messe Frankfurt India (MFI), the IHMA provided insight into the new generation of OVDs, the Hologram Image Register and ISO 14298.



Dr Mark Deakes IHMA General Secretary at the Authentication Forum

A high-profile panel of experts including government authorities and technology specialists came together in New Delhi to mark the launch of the forum, which was inaugurated by B K Prasad (Indian Administration Service), along with P V Rama Sastry, Joint Secretary – Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, and Chandrashekhar Ranga, Dy Drugs Controller (India), Central Drugs Standard Control Organisation.

The first day of the forum started with a panel discussion on reviewing the counterfeiting menace in India before understanding the problems of counterfeiting across various sectors, including medicines, FMCG, auto parts, liquor, mobile phones and others. The second half of the day covered the role of global standards (ISO 12931), and perspectives of legal and law enforcement agencies in anti-counterfeiting strategies.

Day two of forum provided insight to delegates about authentication solutions and trends from global experts through a series of sessions on anti-counterfeiting strategies beyond solutions, giving a 360 degree integrated approach against counterfeiting.

There were presentations from Blue Sphere Health, Holoflex, Holostik, De La Rue, IHMA and Oak Analytics, the latter showcasing a new authentication hand held Raman spectrometer. The role and importance of standards, and how strategic and tactical consulting from Price Waterhouse Coopers can help reduce counterfeiting, was also presented, prior to a panel discussion on the selection and integration of authentication solutions by customers.

The IHMA General Secretary Dr Mark Deakes presented 'An Insight into New Generation OVDs', which covered the latest innovations in this sector and included the latest developments in banknote, ID, brand protection, tax stamps and packaging. The increasing importance of the Hologram Image Register, which is the 'Jewel in the Crown' of the IHMA, was also outlined, together with IHMA membership benefits and the important role of ISO 14298 - international standard for Management of security printing (and foil production) processes.

Dr Deakes said 'this was an excellent forum with insightful discussions and papers and showcased the increasing importance that the Indian government now places on reducing counterfeiting. With global counterfeiting estimated to rise in the future, there is an increasing need for technology and technology solution providers, including hologram suppliers, in helping to combat the menace of counterfeiting. Holograms, when part of an integrated anti-counterfeiting strategy, remain a robust authentication solution which can help people live safe and healthy lives.'

President of ASPA UK Gupta, said, 'today, 'Made in India' products have great opportunity in India and overseas markets. However, with the increase of counterfeiting in various sectors, there is a constant need to ensure that these product are of highest quality, genuine and secured till its deliver to the end consumer. We offer the various authentication solutions which will ensure that 'Made in India' label products are of highest quality and can be easily identified as genuine products by brand owners, government authorities and consumers, with the help of IT and digital solutions such as mobile apps, SMS and web based applications. This summit will have positive step on our existing Honourable Prime Minister Narendra Modi's dream country campaign 'Make in India' & ASPA's campaign 'Make Sure India.'

<http://authenticationforum.com>