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IHMA appointment

06TH JANUARY 2017

The trade body
the
International
Hologram
Manufacturers
Association
(IHMA)



<http://www.ihma.org>) has appointed its first chairman from Asia. He is Manoj Kochar, pictured, founder and director of India-based Holoflex.

The association reports that the Asia region is seeing hologram industry activity and growth, with China still the major source of counterfeit and pirated consumer goods. The IHMA, a not-for-profit organisation that promotes authentication and security holograms worldwide, has also confirmed its board for 2017.

Manoj Kochar will join board members XiaoDong Liu, founder and CEO of Henan Province Wellking Technologies Co. Ltd, in China; and Nuray Yilmaz of Turkey's MTM Bilisim Arge Yazilim ve Guvenlik Teknolojileri San Ticaret. A.S.

Rohit Mistry of Holographic Security Marking Systems will remain as the IHMA's Asia regional representative while Diana Newcombe of Pacific Holographics and Umendra Gupta of Holostik will cover the North America and the ASPA regions respectively.

The EU and European Free Trade Association (EFTA) will be represented by Paul Dunn of OpSec Security Group (<http://www.opsecsecurity.com/>), and Corinne Murcia Giudcelli from SURYS. System Intelligence Products' Goran Milinovic remains as the Eastern Europe/Former Soviet Union and CIS representative.

Manoj Kochar said: "The IHMA is committed more than ever to promote the interests of the hologram industry and to provide valuable support and guidance to its members. We see continuing growth this year for the

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technology, particularly in the China and East European markets, so having strong representation in those areas will secure new members and commercial opportunities.

"Elsewhere, hologram innovation continues to flourish, and it's encouraging to see new ideas being generated by both established players and companies new to the arena."

Manoj Kochar says of ISO14298, the international standard requiring security holograms to be registered: "This affects all of the current IHMA members and it is also a point of interest for the Chinese, especially when they export products, so promoting the benefits of compliance will be a priority for the Association."

About the IHMA

Made up of 100 hologram companies its members include producers and converters of holograms for banknote security, anti-counterfeiting, brand protection, packaging, graphics and other commercial applications; visit www.ihma.org (<http://www.ihma.org>).

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