



PRODUCT AUTHENTICATION AND SECURITY SUMMIT

New Brunswick, NJ, September 14/15 2010

Call For Papers

The **Product Authentication and Security Summit (PASS)** will be held in New Brunswick, NJ, September 14 and 15 2010. This event expands on the **Authentications Connections Forum (ACF)**, Reconnaissance International's leading anti-counterfeiting event, to include identifying and dealing with the problems of:

- product counterfeiting and piracy
- illicit diversion
- warranty fraud
- supply chain incursion
- cargo theft
- other product security issues.

Event organizers Reconnaissance International is now inviting proposals for papers which address these issues and which will help brand owners and other manufacturers understand the problems and - more critically - devise and implement product security programs.

PASS is about developing a corporate culture which integrates product security and supply chain security management into overall quality objectives to make sure customers receive genuine and safe products. Providing genuine and safe products to customers is threatened by the interrelated issues of counterfeiting, sabotage, diversion, and theft.

Companies are easy prey to product fraud when they lack effective product security strategies, processes, controls, and methods to ensure transparency in their supply chains. Companies are easy prey to saboteurs for the same reasons. Without tools and methods to monitor and control distribution, diverters will contaminate the supply chain with fake, stolen, expired, and spoiled products.

Authentication is the starting point for any effective product security program. Effective authentication aids the prevention, detection and control of product fraud. Effective *supply chain security* and monitoring ensures that products arrive at customers' receiving warehouses without theft, contamination, or sabotage.

PASS is *the* event where researchers, regulators, law enforcement, investigators, attorneys, brand owners, authentication suppliers, supply chain specialists, asset tracking providers, insurers, and transportation companies can come together to share experience and develop solutions to product security problems.

User and specifier delegates will include executives from: food, OTC healthcare, apparel and footwear, electronics, toiletries, cosmetics, fragrance, transportation, and insurance industries.

Provider delegates will include executives from suppliers of: cargo seals, security labels, supply chain management services, vehicle tracking systems, asset tracking systems, barcode and RFID systems, tamper evident packaging, authentication technologies, legal services, and investigative services.

The PASS Program and Call for Papers

PASS will be a two day event with four half day modules: an overview and then three modules focusing on specific industries and product groups.

- Module 1: Overview: to discuss various product security issues, common themes, strategies, and objectives.
- Module 2: Food, Personal Care, and OTC Healthcare.
- Module 3 Electrical and Electronics
- Module 4 Apparel and Footwear

Papers are encouraged on topics that discuss:

- Track and Trace for products and shipments.
- Is track and trace enough?
- The growing cargo theft problem: consequences and solutions.
- Item level authentication.
- Class and product category authentication to monitor and maintain contractual obligations of distributors.
- Distributor selection: best practices.
- Market Monitoring of distribution and sales channels.
- Wording of distributor or third party logistics contracts for maximum incentives and enforceability.
- Authentication as an aid to investigation, enforcement, and legal teams.
- Tamper evident and theft deterrent devices to deliver the first line of security for boxes, cases, pallets, and containers.
- Sealing and resealing: communicating and controlling.
- Communication and Education strategy for your product security program.
- Supply Chain Security: Why?
- The Effectiveness of Tax Stamps as a control: do they have a place as “import markers”?
- The role and application of standards in product security
- Development and application of specific standards for product security (eg ISO 28000, ISO’s developing authentication tools and counter-measures standards).
- Shipper selection and audit: best practices.
- Do consumers care where their products come from?
- Inspecting and analyzing warranty returns: how can I protect myself from warranty fraud.
- Organized warranty fraud: detecting and preventing.
- Product return and destruction.
- When product fraud comes from inside.
- Incident tracking, reporting, and management.

Deadline: May 15th 2010

Please submit your proposed paper with a 200-300 word description and a short personal resumé, to Reconnaissance International by May 15th 2010. Send it preferably by email to RBurgess@Reconnaissance-Intl.com, cc lan@Reconnaissance-Intl.com.

Please join us at PASS, the place to learn how to prevent, detect, and control product fraud. With the knowledge and contacts you gain at PASS, you will be well-placed to develop your organization’s strategies and programs to authenticate your products and secure your supply chain.