



Anti-Counterfeiting + Brand Protection Africa Summit

United Against Counterfeiting: Collaborative Strategies for Securing Authenticity, Safeguarding Trust, and Protecting Consumer Safety

24 – 25 June 2025

In an era where counterfeiting threatens the very fabric of commerce, trust, and consumer safety, collaboration is key to securing authenticity and safeguarding trust. The theme for the Anti-Counterfeiting and Brand Protection Africa Summit 2025 emphasizes the power of unified efforts between brands, regulators, and consumers. By working together, we can develop and implement robust strategies that not only protect brand integrity but also ensure the health and safety of consumers. Through expert discussions and innovative solutions, this summit will explore how collaboration can be the cornerstone of effective anti-counterfeiting measures, helping to build a more secure and trustworthy marketplace across Africa.

This theme embodies the collective responsibility of governments, industries, and individuals to combat counterfeiting and protect brand integrity. Through collaborative strategies, we can secure authenticity, safeguard trust, and ensure consumer safety.

DAY ONE: 24 JUNE 2025	
9:00 - 10:00	Opening Ceremony
SESSION 1 United Against Counterfeiting	
10:00 - 11:30	<p>United Against Counterfeiting: Collaborative Strategies for Securing Authenticity, Safeguarding Trust, and Protecting Consumer Safety</p> <p><i>In an era where counterfeiting threatens the very fabric of commerce, trust, and consumer safety, collaboration is key to securing authenticity and safeguarding trust. The theme for the Anti-Counterfeiting and Brand Protection Africa Summit 2025 emphasizes the power of unified efforts between brands, regulators, and consumers.</i></p> <p>Keynote Speaker:</p>

	<p>Dr. Mojisola Adeyeye – Director-General, National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria</p> <p>Panelists: Dr. Paul Anga – Chairman, Anti-Counterfeiting Collaboration (ACC), Nigeria Dr. Mohamed Elshafie – Head of Inspection and Surveillance, Egyptian Drug Authority (EDA), Egypt Tebogo Phasha – CEO, National Consumer Commission, South Africa Wale Abba – Executive Director, Corporate Affairs, Unilever Nigeria Miriam Chumbow – Head of Intellectual Property Rights, African Union Commission</p>
11:30	Opening of the Summit Ribbon Cutting Ceremony Group Photographs
	Networking & coffee break
11:35-12:00	Sponsored Presentation : Empowering Consumers with Technology: The Role of Digital Tools in Product Authentication
11:45-12:15	Sponsored Presentation: Fighting Counterfeiting in the FMCG Industry: Best Practices for Packaging and Supply Chain Integrity
SESSION 2 Consumer at the Heart - Need to enhance consumer awareness - Why & How we can empower the consumer in identification & authentication	
12:15- 12:30	<p>Case study: Empowering Consumers with Technology: The Role of Digital Tools in Product Authentication <i>This case study will focus on how companies have utilized digital tools such as QR codes, blockchain, and mobile apps to empower consumers in verifying the authenticity of products. It will showcase real-life examples of how these technologies have been deployed, the challenges faced, and the successes achieved in enhancing consumer engagement and trust. Delegates will gain insights into how they can leverage similar technologies to strengthen their brand protection efforts and involve consumers in the fight against counterfeiting.</i></p> <p>Chinedum Chijioke - Managing Director, Sproxil</p>
12:30-13:30	<p>Fireside Chat: Building Consumer Trust Through Awareness Campaigns: Lessons from Successful Anti-Counterfeiting Initiatives. <i>This case study will explore how leading brands have successfully implemented consumer awareness campaigns to combat counterfeit products. It will highlight specific strategies used to educate consumers on identifying and authenticating genuine products, the impact of these campaigns on consumer behavior, and the overall brand trust. Attendees will learn how to develop and execute awareness initiatives that effectively empower consumers and protect their brands.</i></p> <ul style="list-style-type: none"> - Nurudeen Oyedeji, Managing Director, Schneider Electric, Anglophone West Africa - The Chief Marketing Officer of TGI Group, Probal Bhattacharya - Emily Nkosi, Head of Corporate Affairs, Unilever South Africa - Ademola Bamgbose, Regional Director, Africa, International Trademark Association (INTA)
	Lunch
13:30- 14:30	<p>Panel discussion: Empowering the Consumer: Enhancing Awareness and Involvement in Product Authentication <i>This panel will delve into the critical role consumers play in the fight against counterfeiting. Industry leaders and experts will discuss the importance of raising consumer awareness and explore practical strategies for empowering</i></p>

	<p><i>individuals to identify and authenticate products. The session will focus on how brands, regulators, and technology providers can collaborate to equip consumers with the necessary tools and knowledge, such as mobile apps, QR codes, and blockchain technology, to verify product authenticity and make informed purchasing decisions.</i></p> <ul style="list-style-type: none"> - Tunde Irukera – Director-General, Federal Competition and Consumer Protection Commission (FCCPC), Nigeria - Fatima Alimohamed – CEO, African Brand Warrior (Brand Protection Expert) - Director-General, Lagos Chamber of Commerce and Industry (LCCI) - Omar Farouk – Regional Director, GS1 Africa - Olumide Akpata, Senior Partner, Templars Law Firm & Former President, Nigerian Bar Association (NBA)
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SESSION 3

14:30-15:15	<p>Sponsored Presentation - Counterfeiting in the Chemicals Industry: Solutions for Ensuring Product Safety and Authenticity</p> <p><i>Discuss the risks of counterfeit chemicals and coatings, which can impact industries like agriculture, construction, and healthcare. Examine the latest innovations in labeling, smart packaging, and track-and-trace systems to ensure chemical products’ authenticity and compliance with safety standard</i></p> <p><i>Highlight technological solutions like serialization, RFID tags, and blockchain to combat counterfeits in this industry.</i></p>
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15:15-16:00	<p>Panel: Leveraging Blockchain and IoT for Real-Time Product Authentication in the FMCG Sector</p> <p><i>Explore how a leading Fast-Moving Consumer Goods (FMCG) company successfully implemented blockchain and IoT technologies to create a real-time product authentication system. This case study will highlight the step-by-step process, from selecting the technology to integrating it into the supply chain, and how the initiative empowered consumers to verify product authenticity through their smartphones. Learn about the challenges faced, the results achieved, and how this approach can be replicated in other industries.</i></p> <p><i>Key Takeaways: Understanding the integration of blockchain and IoT for brand protection, Insights into consumer engagement and technology adoption and Measurable impact on reducing counterfeit products in the market</i></p> <ul style="list-style-type: none"> - <i>John Kamara Founder & CEO, Adanian Labs</i> - <i>Aliyu Aziz - Director General/CEO, National Identity Management Commission (NIMC), Nigeria</i> - <i>Marius Reitz General Manager for Africa, Luno</i> - <i>Dr. Bright Simons President, mPedigree</i> - <i>Dr. Charles A. Okeke Chief Innovation Officer, Procter & Gamble (P&G) Africa</i>
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DAY 2

SESSION 4

8:00- 9:00	Delegate Registration and Tea
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9:00-9:30	Case Study 1: AI-Powered Mobile Solutions for Consumer Authentication
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	<p><i>This case study focuses on a company that deployed AI-powered mobile applications to help consumers authenticate products. By scanning QR codes on packaging, consumers could instantly verify the legitimacy of their purchase and access detailed product information. The study will discuss the implementation process, the role of AI in enhancing security, and how the initiative strengthened consumer trust while reducing the circulation of counterfeit products.</i></p> <p><i>Key Takeaways: Insights into the use of AI and mobile applications for consumer empowerment, The impact of real-time authentication on consumer trust and brand integrity, Lessons learned from overcoming implementation challenges and ensuring user adoption.</i></p> <ul style="list-style-type: none"> - <i>Dr. Cyril Usifoh President, Pharmaceutical Society of Nigeria (PSN)</i> - <i>Dr. Chidi Okoro Founder & CEO, DrugStoc</i>
9:30-10:00	<p>Case Study 2: Implementing National Traceability Systems in the Pharmaceutical Industry: Lessons from Turkey’s Pharmaceutical Track and Trace System (ITS)</p> <p><i>This case study will delve into how a national regulatory agency successfully implemented a traceability system within the pharmaceutical industry to combat counterfeit drugs. The study will cover the collaborative efforts between regulators, pharmaceutical companies, and technology providers in designing and deploying a comprehensive system that tracks drugs from manufacturing to retail. Key aspects such as data sharing protocols, technology adoption challenges, and the impact on reducing counterfeit medicines will be discussed. The case study will provide valuable insights for other countries looking to enhance their traceability efforts and ensure that only authentic and safe products reach consumers.</i></p> <ul style="list-style-type: none"> - <i>Dr. Hakkı Gürsöz, Former President, Turkish Medicines and Medical Devices Agency (TMMDA)</i>
10:00-11:00	<p>Panel Discussion: Mobile-First Approach: Empowering Consumers in the Fight Against Counterfeit Pharmaceuticals</p> <p><i>A discussion on the growing role of mobile apps and AI-driven tools in enhancing consumer engagement with product authentication in the pharmaceutical industry. This panel will focus on how mobile-first solutions can bridge the gap between brands and consumers, providing real-time product verification and ensuring consumer trust in healthcare products.</i></p> <ul style="list-style-type: none"> - <i>Bright Simons – Founder & President, mPedigree Network, Ghana</i> - <i>Dr. Paul L. Mihigo – Head of Drug Quality Control, Rwanda FDA</i> - <i>Dr. Tarek Othman – CEO, PharmaAccess, Egypt</i> - <i>Adebayo Alonge Co-Founder & CEO, RxAll</i> - <i>Fatoumata Ba Founder and Executive Chair, Janngo</i> - <i>Dr. Joseph Odumodu Former Director-General, Standard Organisation of Nigeria (SON)</i> - <i>Dr. Lolu Ojo Chairman, Drug & Health Policies, National Institute of Pharmaceutical Research and Development (NIPRD)</i>

11:00-12:00	<p>Panel discussion: Ensuring Consumer Safety: Collaboration Between Governments, Tech Providers, and Pharmaceutical Industry</p> <p>Description: This session will bring together stakeholders from the pharmaceutical sector, government regulatory bodies, and tech innovators to discuss collaborative efforts to protect consumers from counterfeit drugs. The panel will highlight the role of AI-powered tools, government regulations, and public-private partnerships in securing the Supply chain.</p> <p>Panelists:</p> <ul style="list-style-type: none"> - <i>Dr. Florence Adenike Director, National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria</i> - <i>Professor Kofi Awoonor Chair of Regulatory Science, University of Ghana</i> - <i>Fola Alabi Regional Director, International Trade Centre (ITC) Africa</i> - <i>Yemi Adebowale Head of Regulatory Affairs, Consumer Goods Council of Nigeria (CGCN)</i>
<p>Session 5 Policy</p>	
12:00 - 13:00	<p>Panel discussion: Cross-Sector Collaboration: Integrating Industry Standards and Government policies for Optimal Consumer Protection</p> <ul style="list-style-type: none"> - <i>Dr. Paul Orhii, Former Director-General, National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria</i> - <i>Shamim Nabuuma Kaliisa, Founder & CEO, Chil AI Lab, Uganda</i> - <i>Lebo Matshego, CEO, Southern African Venture Capital and Private Equity Association (SAVCA), South Africa</i> - <i>Wamkele Mene, Secretary-General, African Continental Free Trade Area (AfCFTA), Ghana</i> - <i>Dr. Ibrahim Mayaki, Former CEO, African Union Development Agency (AUDA-NEPAD), Senegal</i> - <i>Caroline Ncube, Professor of IP Law, University of Cape Town, South Africa</i> - <i>Amar Kayyal, Head of Digital Transformation & IT, Coca-Cola Africa, Egypt</i>
<p>Lunch Break</p>	
<p>Session 6 <i>Anti-Counterfeiting and IPR</i></p>	
13:30 - 13:45	<p>Sponsored Presentation - Securing Authenticity and Quality in the Wine & Spirits Industry: Combating Counterfeiting through Innovation and Technology</p>
13:45 - 14:20	<p>Case Study Protecting IP in the Fashion Industry: The Success of Digital IP Protection in Preventing Counterfeiting of African Designs"</p> <p>This case study will examine how emerging digital tools and intellectual property rights enforcement have successfully protected African fashion brands from counterfeiting. It will highlight the challenges faced by designers in protecting their unique creations and how digital IP protection solutions, such as blockchain and smart contracts, have been deployed to secure their rights. Real-life examples will demonstrate how these tools have strengthened IPR enforcement in the African fashion industry.</p> <p>Bongiwe Walaza – Fashion Designer and Brand Protection Advocate, South Africa Aisha Ayensu – Creative Director and Founder, Christie Brown, Ghana</p>
14:20 - 15:20	<p>Panel Discussion: Strengthening Intellectual Property Rights (IPR) Enforcement in the Fight Against Counterfeiting</p>

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| | <ul style="list-style-type: none">- Dr. Mmboneni Muofhe – Deputy Director-General, Technology Innovation, Department of Science and Innovation, South Africa- Oluwaseyi Akindeinde – Chief Digital Officer, Digital Encode, Nigeria- Fathia Dazi-Heni – Intellectual Property Specialist, African Regional Intellectual Property Organization (ARIPO), Zimbabwe- Dr. Ahmed Abdel-Meguid – Director, Intellectual Property Office, Egypt- Florence Atwoli – Head of Legal and Compliance, Kenya Industrial Property Institute (KIPI) |
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*Proposed session topics; subject to update based on Speaker Panel recommendations *Speaker names marked with an asterisk denote invited speakers; confirmation has not yet been received.