



THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY

## **BRAND PROTECTION STRATEGY SUMMIT**

BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

October 3-4, 2017  
Lansing, Michigan

### **Justification Information**

#### **How the A-CAPP Center Summit Benefits Your Organization**

The global risk of counterfeit products is rapidly growing and evolving, with enormous detrimental effects on brand owners, consumers, and society. The A-CAPP Center provides a central location for thought leadership in brand protection and anti-counterfeiting as an independent, interdisciplinary evidence-based hub, designed to assist in protecting brands and products of all industries worldwide.

We are looking forward to hosting our third Annual Brand Protection Strategy Summit, where we provide a collaborative space for brand owners, law enforcement, and academia to strategize about the most critical issues and their solutions. To facilitate open dialogue our summit is a vendor-free and includes no third-party interference.

A unique feature, the A-CAPP Summit show cases the Center's research on anti-counterfeiting and brand protection and gives you access to cutting edge ideas and developments and an opportunity to speak with internationally recognized professors on these issues.

The Summit consists of a day and a half of sessions led by your peers, as well as partners in research, government and law enforcement. You will have an opportunity for in-depth networking and collaboration in a smaller event atmosphere. Additionally, you will have an opportunity to network with the Center's Industry Advisory Board and corporate partners, who are global leaders in the field of brand protection.