



26TH MARCH 2025

ACG IP EXPO BIRMINGHAM

PROGRAMME

HOLIDAY INN BIRMINGHAM AIRPORT NEC
COVENTRY ROAD
BIRMINGHAM
B26 3QW



@ACG (Anti-Counterfeiting Group)



@The-ACG

Please share your photos & views on the day on LinkedIn & X

#TheACG

WWW.A-CG.ORG

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**ACG IP EXPO
BIRMINGHAM**



EXHIBITOR INFORMATION

Set up for members exhibiting is only available the day of the event. Please arrive in good time.

Delegate arrival and first exhibition slot will be from 09:00-10:00, so we advise arriving from 08:30.

Please use the main entrance and make your way to the **Lancaster Suite**.

If you would like to send items to the venue, please clearly state the following:

**ACG IP Expo Event
FAO Daniel McMulkin
Event Date - 26th March 2025
Event Room - Lancaster Suite
Holiday Inn Birmingham Airport NEC
Coventry Road
Birmingham
B26 3QW**

AGENDA

09:00 | Delegate Registration

Lancaster Foyer

09:00 - 10:00 | Stand Viewings*

Refreshments & Exhibition time in the Lancaster Suite for enforcement.

10:00 | Introduction

Phil Lewis - ACG Director General

10:15 | Intel Update

Matthew Knowles - ACG Intel & Strategic Initiatives Manager

10:30- 12:30 | Stand Viewings*

An opportunity for enforcement to visit our brand stands to learn more about the difference between genuine and fake goods and complete your questionnaire on SurveyMonkey.

12:30 | The IPO's Automotive Campaign

Darshak Kacha - Jaguar Land Rover

Des Staggemeier - Senior Policy Advisor, IPO

13:00 - 14:00 | Working Lunch

Please also use this time to visit our brand stands and complete your questionnaire.

14:00 | GAIN Overview & Referral Process for Trading Standards

Jason Grove - GAIN Coordinator, Regional Organised Crime Unit, West Midlands Police

14:15 | Birmingham Trading Standards

Philip Page - Operations Manager, National Trading Standards

14:30 | Competition Time

ACG Team

15:00 | Close

We wish you a safe journey home

*Please note only enforcement delegates during stand viewings



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ACG Members and Brands exhibiting

Adidas, Apple, Bath & Body Works, Bio Oil, Briffa Legal, Chanel, Corsearch, CSC, Diageo, Dyson, Foster+Freeman, GHD, Imperial Brands, IP House, Jaguar Land Rover, John Pye Auctions, JTI, Laava, Levi Strauss & Co, Lighthouse Security, Liverpool FC, Manchester United FC, Marshall Group, Moonbug Entertainment, Mulberry, New Era, Palmer Biggs, Radley & Co, SanDisk, Stobbs, Surelock International Limited, The North Face, The Premier League, Tiffany & Co, Timberland, Toyota Motor Europe, Under Armour, Vans, Victoria's Secret, Wella, Western Digital, White Fox, WRi Group



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