

## EVENT COVERAGE

14 – 15 December 2017

# Spire sponsors GBPIP's Intellectual Property Summit Asia 2017 in Bangkok



*Spire Research and Consulting sponsored the Global Brand Protection Innovation Programme's (GBPIP) Intellectual Property Summit Asia 2017 held in Bangkok, Thailand from 14 to 15 December 2017. The Spire team shared our track record in brand protection performance management and consulting with event participants.*

The GBPIP summit aimed to study the global challenges manufacturers face from counterfeiters and look-alike products, discussing current and emerging best practices used to protect brands from unsafe imitations.

Leon Perera, CEO of Spire Research and Consulting and Japnit Singh, Deputy CEO at Spire Research and Consulting attended the event to engage with event participants. They shared Spire's extensive experience in the brand protection space, which includes counterfeit share measurement, brand protection program ROI measurement and anti-counterfeit consulting.

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**About Global Brand Protection Innovation Programme – Intellectual Property Summit Asia 2017**

The programme aims to unveil overt and covert brand security measures, Global Implementation of Anti-counterfeit Technologies, Overview of Analytical Technique, Recent Technologies, Serialization, Track & Trace and Significant Strategies to secure a brand. For more information, please visit its official website [here](#).

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**About Spire Research and Consulting**

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit [www.spireresearch.com](http://www.spireresearch.com).

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