Panel

Issues and Opportunities of Product Tampering ePrevention

Chair:

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Panelists:

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Panel Outline

Counterfeit trade is a complex phenomenon. The number of counterfeit items seized at EU borders has increased by more than 1000%, rising from 10 million in 1998 to over 103 million in 2004 (Peter Mandelson, EU Commissioner for External trade).

The development of effective organizational and technical countermeasures requires a thorough understanding of the mechanisms of both, supply and demand of counterfeit goods.

The panel will focus on innovative ways of exploiting the latest e-technologies and development approaches and opportunities of product tampering prevention.

One of the projects focusing on counterfeit issues is StToP - Stop Tampering of Product project, EU 6th Framework Programme, Specific Targeted Research Project (STREP). The project aims at developing ambient intelligence-based and network-oriented systems for the efficient and secure authentication of products. The project vision is in detection counterfeit goods as early as possible or even prevention from entering into the supply chain in the first place.

The RFID technology and its limitations for counterfeiting will be presented. Also, the concerns of producers on exposed topics. The discussion will be focusing on the role of universities, ICT providers, standardization bodies and business. Discussion may result also to arising of new important needed actions for addressing them.

While discussion will be instigated by the panel members, the nature of the panel is to encourage and moderate the exchange of experience and perspectives between the panelists and the audience.