



WORLD ANTI-COUNTERFEITING DAY 2025

Fighting Fakes Together

Agenda

8.45 Registrering & kaffe

9.00 Introduktion

Henrik Blomqvist, Tf Generalsekreterare, ICC
Helena Reimers, Ordförande, SACG

9.10 *Fighting Fakes Together*

Moderator: Hans Eriksson, Managing Partner, Advokatfirman Westerberg & Partners

Per Holgersson, Verksamhetsexpert, Tullverket

Peter Hedin, Senior Policy Adviser, PRV

Martin Brodén, Group Legal Counsel Trademarks & Brand Related IP, Sandvik

Anna Hedberg, Trademark Attorney, Essity

Sandra Looft, Legal Counsel, H&M

Ellinor Wilow, Legal Director IP & Brand Protection, Marshall

10.25 Fika & utställning

11.00 Paneldebatt, Q&A

12.00 Slut på event