# British Intellectual Property Day 2019

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To mark the British IP Day on 26th June 2019, the Anti-Counterfeiting Group (UK Group) and ACACAP organised a Workshop to enable brands to come together to debate the issues in Asia, learn from best practices and discuss practical steps in the fight against IP infringement. The event was hosted by Mathys & Squire at their office in London. Pravin Anand, amongst other distinguished speakers, spoke in the opening session on “How to design an effective brand protection strategy for Asia”. His talk focused on creative financial disincentives and other alternative solutions for a brand owner.

[gallery type="slideshow" size="medium" ids="4679,4676,4678,4677"]

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