

INDICAM

PER LA TUTELA DELLA PROPRIETÀ INTELLETTUALE

BACK TO THE OFFLINE

The importance of countering illicit products in the last mile to the consumer



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In today's anti-counterfeiting activities, it is becoming increasingly crucial to operate at the offline level, i.e. when the parcels are in the country of destination. Planning fight activities at this stage of the supply chain can lead, through an intelligence strategy, to win some battles in the war against counterfeiting.

19.09 - 4:00 PM
ZOOM WEBINAR

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