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American Chamber of Commerce aiming to combat counterfeit

November 30, 2015, 6:33 pm

As part of the 'Stay safe from fakes' campaign to address the issue of violations of Intellectual Property Rights (IPR) in Sri Lanka, the American Chamber of Commerce (AmCham) is hosting a first of its kind Media Briefing on 1st December 2015 at the Hilton Colombo Residencies from 4 p.m. to 7 p.m. This information and consultation briefing will discuss the far reaching consequences of counterfeit and the enforcement of IPR within contexts of industries vulnerable to the issue.

Attendees will be provided with an understanding to counterfeit mitigation which will highlight the importance of protecting IPR and combating counterfeit as the first step to negating corruption in the country. Further, education in the critical first step of visual detection of counterfeit and substandard characteristics through hands-on experience will also be provided.

AmCham invites all members of the media to partake in the Media Briefing and help combat counterfeit in the country. Please contact AmCham Secretariat on +94 11 2300116 for further information.

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