

# Press Release

China and Singapore  
14 March 2014

## veriTAG to Participate In China Foods and Drinks Fair, Chengdu, China

veriTAG Pte. Ltd. (veriTAG), a leading provide of authentication and anti-counterfeit technology today announced that they will be participating in the China Food and Drinks Fair (CFDF), from March 28-31, 2014 in Chengdu, China, Hall: **IJ193B**.

The 90th China (Chengdu) Food and Drinks Fair (CFDF 2014) will be held at Century City New International Convention & Exhibition Center (CCNICEC) and is the longest, largest and most influential exhibition and trade platform in China's alcohol and food industry. The 90th China (Chengdu) Food and Drinks Fair (CFDF 2014) will thorough and fully preparing towards a more formalized, professional and internationalized orientation as the most significant industrial docking platform for bridging producers and purchasers, constructing marketing systems, promoting brand images, exchanging information as well as facilitating trade investment and cooperation.

The veriTAG technology is today, being used by wine and liquor producers and distributors, to ensure that their products are not tampered with in any way, nor counterfeited in the markets they sell in. veriTAG is a unique patent pending technology that uses a combination of smart tags, mobile and cloud technology.

With counterfeit goods flooding many markets, European and US companies have been hard. Expensive packaging or holograms have not helped as these can also be copied. In many cases consumers are unable to distinguish the difference between the genuine and the fake products.

For instance, in China with its driving demand (more than 100 million cases sold per annum), counterfeit wine products are being sold as genuine.

In many cases counterfeiting is not a new problem. The most basic method, is printing a fake label with a subtly misspelled brand name or a slightly different logo in hopes of fooling buyers, is common to other luxury-goods markets prone to counterfeiting, including apparel and accessories.

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veriTAG Pte Ltd has its headquarters in Singapore, offices in China and Canada, and partners in several other countries globally.

To know more about our company or technology, or to partner with us, email us at [sales@veriTAG.com](mailto:sales@veriTAG.com)