



مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

Highlights:

First training for the judges and public prosecutors in Dubai

- November 22, 2011
- Importance of taking counterfeiting seriously by the judges and public prosecutors
- Stressing the real negative impact of counterfeiting on the society and the economy



Highlights:

First 'regional' training and exhibition in Doha - Qatar

- January 15 - 18, 2012
- Attendance by key officials from all GCC countries
- High level support
- Active participation by the BPG and its members
- Opens the door for BPG to expand into GCC countries



Highlights: UNIFAB

- February 9 – 10, 2012
- Presentation about the BPG activities and IP enforcement in Dubai
- Huge interest by French businesses in our group, and calls to continue effort in addressing free zone areas



Focus and priorities

Strategy meeting – January 23, 2012

- Saudi Arabia:
 - increase collaboration with Customs
 - conduct training for the identification of counterfeit products
 - achieve a transparent monitoring and enforcement system
- Free Zones
 - study counterfeit business in free zones
 - identify areas where improvement is needed and assess with relevant authorities
- Qatar
 - increase collaboration with Customs and Consumer Protection
 - achieve a transparent monitoring and enforcement system



Measuring Performance of Enforcement Authorities

- Report of seized counterfeit items data from brand owners and service providers.
- The value of this report in assessing the performance of enforcement authorities and identifying training needs.
- The report can also be useful in raising awareness for public and government departments.
- Issues with company policies on sharing information with the BPG and its members.
- Members' opinion (discussion)



Study on the Impact of Counterfeiting

- Plans to commission/support/sponsor a study that identifies the impact of counterfeiting on the GCC region in terms of market share, lost revenue, economical impact and social impact.
- Ideas to collaborate with one the universities.
- Plans to meet the dean of the business school at the AUS.
- Value of the study is to highlight the real negative impact of counterfeiting.
- The study will enhance public awareness.
- Expected to attract publicity on the issue of counterfeiting.



Dubai Customs

- Member's experience in any re-exported or released shipments.
- Compile list of cases with details to be addressed with Dubai Customs.
- (discussion)



THANK YOU!



GCC Cluster

**General Meeting – BPG
March 8th, 2012**



Cluster Profile

- GCC-wide focus expansion
- Stronger presence in GCC as benefit for BPG's members
- Opportunities for closer cooperation with authorities
- Regular GCC-wide training sessions
- Attendance and organization of conferences, public awareness campaigns etc.



Saudi Arabia

- First meetings have been held with Customs and MoC
- BPG is currently working on notification process re-arrangements for Customs – presently KSA Customs collaborates with selected Service Providers only
- MoU with authorities is an option, provided effective processes being put in place
- Q2:
 - Refreshing talks with KSA Customs and MoC
 - Reviewing advantages/disadvantages of MoU
 - Support from private sector (brochures for inspectors)



Qatar - Workshop

- Anti-Counterfeiting Workshop with regional participants from brand owners and law enforcement agencies



Oman - Exhibition

- Invitation for private sector to participate at the anti-counterfeiting exhibition in Muscat, Oman
- Public Authority for Consumer Protection is hosting the exhibition, which will raise awareness among Omani citizens with regards to dangers of counterfeit products
- Any industry is encouraged to participate
- Opening: March 17th; duration: one month



Way Forward

- Determination of IP contacts at Qatari Customs > setting up a BPG training session
- Initiate, refresh discussions with Saudi authorities
- BPG to support regional activities in terms of funding as well as contributions like training, speaking on forums, organization of workshops etc.



THANK YOU!



Communications

2011/2012



Website Review

- Public facing pages updated
- Member-only pages being updated
- Member logins – currently disabled, new ones coming soon



Home Page



Who we are

The Brand Owners Protection Group (BPG) is a group of world leading Brand Owners and Legal Consultants who are alarmed at the continuous illicit replication of genuine goods and interested in the enforcement of Intellectual Property Rights.

What we do

The Brand Owners Protection Group (BPG) will seek the enforcement of intellectual property laws, copyright, patent, and trademark protection, and licensing laws in order to protect consumers from counterfeits and all other forms of illicit trade.

Why do we fight Illicit Trade

- It's a violation of the law
- Consumer health & safety are at risk
- Consumers are being cheated and misled
- Quality is compromised
- Warranties do not apply
- Unemployment rates go higher
- Governments' reputation is damaged
- Governments lose revenues

Latest news

4 October 2011 - Zayed Focus on transit shipping of counterfeit goods to boost quality of IP protection in the GCC region DUBAI United Arab Emirates: The Brand Owners Protection Group (BPG)...



Brand Owners Protection Group set to tackle counterfeit trade
4 October 2011 - ICAE - Enabling News Agency/ WAM DUBAI, Oct 05th, 2011 (WAM) - The Brand Owners Protection Group (BPG), the largest non-profit organisation committed to combating counterfeit trade...

Member's login

User Name:

Password:

E-Mail:

BPG Activities

Event News Ticker Box.....

BPG Back End Member Forum

BPG Member Forum

Hello Yara Khalifah (admin)

Home Help Search Admin Profile My Account Calendar My Profile Logout

BPG Member Forum

Calendar

Brand Owners

Brand Owners Discussion Forum	2 Posts 1 Topics	Last post by Yara Khalifah (admin) in the Forum & Calendar at January 21, 2010, 09:29:41 AM
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Service Providers

Service Providers Discussion Forum	0 Posts 0 Topics	
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Chairman

Chairman Admin - Chairman Discussion Forum	0 Posts 0 Topics	
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Download Category

General Download	506 Posts 67 Topics	Last post by Yara Khalifah (admin) in BPG Protection 14 Ago... at September 26, 2011, 12:10:17 PM
Board Members Download	20 Posts 20 Topics	Last post by Yara Khalifah (admin) in Board Meeting Minutes ... at March 23, 2010, 09:11:18 PM
Voting Members Download	1 Posts 1 Topics	Last post by Yara Khalifah (admin) in ... at ...

BPG Back End Member Forum

Link from the Event News Ticker.....

Event News Ticker link to BPG Back End Member Forum which requires

Username:

Password:

(Event Login Page)



BPG Website Quote Ref. 190911 POS # 2 Scope of Work: Programming, Coding , Design Works
Members Choice Cluster Integration, Dropdown Function, 3 X 6 New Webpages

BPG Membership Page

Application Online

Sample Cluster Webpage



← BackLink to Application Online

- Cluster 1 Member Relations**
- Manage and improve communication among BPG members (e.g. collect opinion and feedback, communicate new initiatives, email lists, or organize meetings etc.).
 - Seek and attract new members to the BPG and manage queries about the BPG.
 - Manage existing members' queries, requests, training and event calendars.
 - Polling members on issues of importance.
- Responsible board member:
 - Yara Khalifah
 - Members :
 - Daimler Middle East FZE
 - Cisco Systems (HK) Ltd.
 - Nika Middle East.

Member Information:

The Gulf BPG can only achieve its goals for members, through active participation. All members are asked to join a cluster focusing on certain activities. Current Cluster are:

Member Selection:

First Choice Cluster: Cluster 1: MR

Second Choice Cluster: Cluster 2: PR

Third Choice Cluster: Cluster 6: SP

Mail

3 x Members Choice Cluster Integration from the application form with a members selection dropdown into 6 different clusters. Each cluster will link into a new webpage with more detailed information about the cluster. Back to Application Form to complete the members online application



Contact Us Page

HOME | ABOUT BPG | BPG MEMBERSHIP | CUSTOMER PROTECTION | NEWS ROOM | FAQ | SITE MAP | CONTACT US



Contact Us

Chairman

Abdulla Hassayen
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Coordinator

Mobile: +971-50-2989219
Email: admin@gulfbpg.com

Membership Application

For the BPG membership , please contact us directly or use our online application form

[Online Application](#)

Current Structure



Organizational Structure/ Diagram
Integration on the Contact Us Page

*) AMC / 1 Manday Monthly design and programming works



Customer Protection Page

HOME | ABOUT BPG | BPG MEMBERSHIP | CUSTOMER PROTECTION | NEWS ROOM | FAQ | SITE MAP | CONTACT US



Customer Protection

If you want to report a counterfeiting or commercial fraud case that you or any acquaintance of yours have personally encountered, you may contact any of the law enforcement authorities, entitled to protect intellectual property rights in your country.

GCC & Yemen



UAE

KSA

Kuwait

Qatar



	UAE
Border Control	Customs Authorities by Emirates Residences: Dubai Customs (+9714 000000) Sharjah Customs (+9917) RAK Customs (+9917) Abu Dhabi Customs (+9917)
Market Enforcement (Administrative)	Dubai Development Economic Department Sharjah Development Economic Department Abu Dhabi Development Economic Department
Enforcement (Criminal)	Police: Dubai Police Abu Dhabi Police
Free Zones	Customs Police

Table of Contact Integration
 Link with Anchor Points html (table of contacts)



*) AMC / 1 Manday Monthly design and progammig works

BPG Back End Member Forum

BPG Member Forum
Hello Yara Khalifah (admin) | October 22, 2011, 04:52:12 PM

HOME | HELP | SEARCH | ADMIN | PROFILE | MY MESSAGES | CALENDAR | MEMBERS | LOGOUT

BPG Member Forum

- Calendar**
- Brand Owners**
 - General Meeting** → Link to Subpage Minutes of Meeting + Photos
 - Board Meetings** → Link to Subpage Board Members + Photos
 - Training Sessions** → Link to 3 Subpages
- Events Page** → Link to Subpages
- Contacts Page** → Link to 3 Subpages + excel file
- Financial Summary** → Link to Subpages
- BPG Services Category**
 - BPG Training**

Sequence of the Pages + Subpages:

- Calendar Page
- General Meeting Page
 - Subpage: MOM + New Photos
- Board Meeting Page
 - Subpages: MOM + New Photos
- Training Sessions Page
 - Subpages:
 - List of the Attendees
 - Photos
 - Agenda
- Events Page
- Contacts Page
 - ↓
 - ↓
 - ↓
 - Excel Sheet TBP
 - GCC & Yemen
 - Inter
 - Excel Sheet TBP
 - UAE
 - Customs
 - DED
 - MoE
 - MoH
- Financial Summary Page

*) AMC / 1 Manday Monthly design and programming works

Other

- LinkedIn Group
- Seizure information collation
- Database of Authority contacts



THANK YOU!



Special Project Cluster

Aims and objectives for 2011/12

- Studies and statistics to support BPG's arguments against counterfeiting (e.g. study on economic impact of CF, demographics of CF buyers, impact of CF on innovation).
- BPG may sponsor or co-sponsor such studies by third parties (e.g. co-sponsored with the MOE or Customs).
- Manage BPG initiative for proper monitoring of free zones.
- Manage BPG initiative against notorious markets such as Dragon Mart, Karama, etc.
- Responsible board member:
 - Elie Atallah/Cameron Walker (since Dec 2011)



Cluster's Members

Name	Company	Email Address
Rami Abdallah*	Saba IP	rabdallah@sabaip.com
Rob Deans	Clyde & Co	Rob.Deans@clydeco.ae
Lars Karrenbrock	BMW	lars.karrenbrock@bmw.com
Dominique Woloch	Sanofi Aventis	Dominique.Woloch@sanofi-aventis.com
Tim Hayes*	Johnson & Johnson	thayes2@its.jnj.com
Kamran Chassebi	PMI	Kamran.Chassebi@pmintl.com

*Rami Abdallah representing BMW





*J&J joined SP cluster in March 2012



Cluster Objectives

- Coverage of Jebel Ali, the most important hub in the Region, where most of the products are passing through & no proper visibility for TM owners... Actions are summarized below:





1. Collection of seizures reports:


- Collect all seizures from BPG members 
- Engage with Customs to get those seizures 
- Engage with WCO to get the figures 
- Engage with OLAF to get the same 





Cluster Objectives Contd...

2. Drive for Awareness:

- Use the information collected from Action 1 to raise awareness amongst the BPG members 
- Identify the magnitude of the issue 
- Engage with the relevant authorities to highlight the & push for enforcement 
- Monitor the progress accordingly 

3. Engage with Jebel Ali to get information on shipment in transit, seizures etc... in addition to products coming into the market 

4. Collect information from BPG members & develop a database (will feed into another cluster) 

5. Develop an understanding on Jebel Ali Customs' structure – Who's, Who 

6. Engage with Customs authorities to become more transparent... 



THANK YOU!

