

# ***BPG General Meeting 2014***



## ***Agenda :***

**09:30 - 10:00**

**Registration and welcoming coffee.**

**10:00 -10:30**

**Introduction and welcoming guest  
from EIPA, JETRO & new members.**

**10:30 – 12:00**

**General Discussion**

**12:00 – 12:20**

**Coffee break**

**12:20 – 13:00**

**2014 Action Plan & Conclusions.**

**13:00**

**Lunch.**



# 2013 Activities

- EIPA Event ,Januarry 2013.
- BPG Strategy Meeting.
- Dubai Customs ,February 2013.
- AIT Conference ,February 2013.
- Oman , March 2013.
- 7<sup>th</sup> Global Congress on counterfiting and piracy , April 2013.
- Automicanica 2013.
- Saudi Arabia , September 2013.
- BPG General Meeting .
- The First IP Forum ,December 2013 .
- Abu Dhabi Customs Exhibition , December 2013 .

# BPG Members



- **Brand Owners:**

- Beiersdorf
- BMW
- BAT
- Burberry
- Caterpillar Inc.
- Daimler
- Dabure
- Estee Lauder
- Ford
- Glaxo Smith Kline
- Hewlett Packard (HP).
- Hitachi.
- IMPERIAL TOBACCO.
- Johnson & Johnson
- JTI.
- Kao Brands Company
- Kraft Foods
- Louis Vuitton E.A.U (LLC)
- MANN+HUMMEL Middle East FZE
- MSD

- Nestlé
- Nike
- Nissan
- Nokia
- Philip Morris
- Philips
- Procter & Gamble
- Robert Bosch
- Sanofi-Aventis
- TRW.
- Unilever.
- Wahl Clipper Corporation.
- 3M

- **Service Providers:**

- Abu-Setta & Partners
- Al-Suwaidi & Company
- Al-Tamimi & Co.
- Cedar White Bradley
- Clyde & Co.
- EPOC Messe Frankfurt
- Khasawneh & Associates ( Ever sheds )

- Rouse & Co. International
- Saba & Co.
- United Trademark & Patent Services.
- SNR Denton.
- **Industry Associations & Local Agents:**
- The Federation of the Swiss Watch Industry.
- Ahmed Seddiqi & Sons LLC



مجلس أصحاب العلامات التجارية  
BRAND OWNERS' PROTECTION GROUP





## **First IP Forum – Dubai, December 2013 Declaration**

Dubai Economic Council and the Brand Owners Protection Group ,held their First Intellectual Property Forum in Dubai this week (11th-12th-13)

The forum was officially opened by H.E. Eng. Mohammed Ahmed Bin Abdul Aziz Al Shihi General Under secretary of the UAE Ministry of Economy.

The forum slogan was“TowardsFair and Safe Trade”

A summary of the significant statements emerging from the forum , were as follows:

1. The Forum is anxiously awaiting the implementation of the GCC Unified Trademarks Law and looking towards harmonizing practice of the GCC Trademarks Offices.
2. The high cost in protecting IP ,while it is hoped to be reviewed , shall not inhibit the efforts and investments to combat counterfeit goods, Protection of consumer and trusting safety of products. The UAE stands at the forefront of countries in the region vigilant to intellectual property rights and has signed agreements and enacted legislation and established agencies on the federal level and Emirate level to address intellectual property rights and this is all part of the free trade philosophy adopted by the state since1971.3.
3. Highlighting the importance of Public Private Partnerships. It is essential that all stakeholders work together and continue the dialogue for message to be consistent. This may be accomplished through meeting routinely in ajoint task force facilitated by the BPG and comprising representatives and key stakeholders of private and public sectors and international organizations who can bring perspective on best practice and also address the issue of re-exporting counterfeit goods.



4. Law Enforcement Authorities efforts in brand protection is recognized and the forum calls upon both all relevant government and judicial authorities as well as rights holders to continue this drive of protecting and enforcing intellectual property rights through;

- Creating the foundation stones to help foster and protect local and international innovations and stressing the importance of CSR.
- Close Public - Private sector working relationships ,between brand owners and government agencies will help to secure future investment in the UAE and protect our consumers.
- Understanding the 'Black market' in counterfeit products harms reputation ,legitimate trade and also undermines the local economy .
- Confirming that counterfeiting is prohibited under Shari'ah law .
- Consumers becoming aware of their role to play in tackling this problem ,by ensuring to only purchase goods from trusted and reputable outlets and refusing to buy any suspected counterfeit products .
- The UAE IP community adopting best international practices in combating intellectual property fraud and counterfeiting where the UAE is part of an international network and consistency between cross border approaches and best practices will ensure greater results .
- Examining new and innovative methods of tackling the waste and disposal problems associated with counterfeit products .

5. As part of this Forum , and to move forward on the objectives of the forum , a Memorandum of Understanding on co – operation was signed between Dubai Economic Council and the Gulf Brand Owners Protection Group .

# Meeting with DEC :



- Start up with the book.
- Small workshops.
- Training judges in collaboration with our strategic partners CLDP in the United States, when possible.
- Entering into multi party MOUs .
- Other things that we may agree upon.



- Awareness Campaign:
- Public/private School's students 12-15 years old on IPRs and avoidance of fakes. Ministry of Education (Federal), Education Councils (local).
- TV adds for public (provided that this will be for free of charge from local TVs. BPG can provide the add ready for broadcast).







- Newspapers/Magazines adds(provided that this will be for free of charge from local Newspapers. BPG can provide the add ready for broadcast).
- Airports/Airlines
- Dragon Mart
- JAFZA
- AUD /AUS.....
- PPP



- Breakfasts with Business Councils ( US, Swiss, German... ) DEC and BPG to participate in speeches during the meetings as per its schedules.
- Announce a consultative council to search for the best methods on destruction of counterfeited products as per IP Forum Declaration

# Customs & DEDs Updates



- Abu Dhabi Customs – MOU & Training
- Dubai Customs – Training & IP Day celebration
- Sharjah Customs – Events & Training
- Saudi Customs – MOU & Training
- RAK Customs – Training
- Other GCC Customs – Training
- DEDs – workshops & training

# ACTION POINTS



- DEC Collaboration and Support
- PPP
- Customs & DEDs
- 2<sup>nd</sup> IP Forum
- Regional & International Participation and visibility.