

2015/2016

Issue No.2

BPG Board

WELCOME TO OUR NEWSFLASH!

The BPG Newsflash will be issued occasionally (approximately 4 issues a year) and is edited by BPG Board members. Published in PDF form, the newsflash will be distributed by email to all members as well as being posted on the website for free download by the public.

"Next time you open the paper, and you see an intellectual property decision, a telecoms decision, it's not about something small and technical. It is about the future of the freedom to be as social beings with each other, and the way information, knowledge and culture will be produced." By Yochai Benkler

BPG Events'

Members' News

BPG welcomes Ten Intelligence Commercial Information Services LLC to the BPG and wishes them continuous success.

A Group of BPG Members attended Dubai Plan 2021 event organized by Dubai Customs Consultative council on the 10th May 2015



WIPO & EIPA (8th & 9th April 2015)

BPG was invited to attend an event on the 8th & 9th of April 2015 at Business village – Deira, this event was organized by the WIPO in coordination with EIPA titled: *The Strategic Use of Intellectual Property for Economic Success -Branding and Technology Transfer* –introduced by respected speakers from WIPO.

Board Members Meeting

On 8 April 2015, Board members' Mr. Malek Hannouf & Mr. Bassel El Turk met to discuss the current challenges faced by luxury brands' regarding effective Anti-counterfeiting enforcement in GCC.

They examined the main challenges on a country by country basis (UAE, Kuwait, Bahrain, Qatar, KSA & Oman), and noted the significant importance placed on meeting and lobbying with each of the relevant authorities , in order to help better explain and resolve the issues.

BPG & IPR Day celebrations across UAE

BPG in Abu Dhabi

BPG was invited to Participate in Several activities with Abu Dhabi Customs, 'which started on the 27th April'and continued until the 29th April 2015.

BPG delivered a speech during the IP day celebration on the 27th April 2015 and awards were handed to our Chairman Mr. Elie Atallah and our Board member Mr. Omar Obeidat.

A BIG thank you Unilever (BPG Member) for their support and participation in the IPR Day , as well as the training /Exhibition on 29th April 2015 - Al Ain Airport – where they exhibited genuine and fake product and explained to the attendees how to distinguish between them.

Another BIG Thank you for" Federation of the Swiss Watch Industry FH" who gave the support through providing fake samples to AD Customs Play which took place during the IPR Day celebration.



BPG in Dubai

BPG was invited to attend the IPR Day celebration organized by Dubai Customs on 26th April 2015 at Marriott Al Jaddaf, where a group of BPG members attended.

Get Up, Stand Up For Music
 World Intellectual Property Day
 April 26
 www.wipo.int

انھض وقاوم من أجل الموسيقى
 اليوم العالمي للملكية الفكرية
 26 أبريل

Under the patronage of H.E. Ahmed Mahboob Musabih, Director of Dubai Customs
 We cordially invite you to join us in celebrating World IP Day 2015, under the theme "Get up, stand up, for music"
 Date: 26th April 2015
 Venue: Marriott Al Jaddaf
 Time: 11 a.m.

تحت رعاية سعادة أحمد محبوب مسابح مدير جمرك دبي
 نيسرفقنا دعوتكم للمشاركة الاحتفال في اليوم العالمي للملكية الفكرية لعام 2015 والذي سيقدمها العام تحت شعار "انھض وقاوم من أجل الموسيقى"
 التاريخ: 26 أبريل 2015
 المكان: ماريوت الجداف
 الوقت: 11 صباحاً

10:30 - 11:00 am : Arrival and seating of guests welcome drinks
11:00 - 11:02 am : Intro Animation
11:02 - 11:03 am : National Anthem
11:03 - 11:05 am : MC Welcoming
11:05 - 11:10 am : DG Speech
11:10 - 11:15 am : WIPO Speech
11:15 - 11:20 am : Video
11:20 - 11:25 am : Special guest speaker Music Industry
11:25 - 11:30 am : Entertainment
11:30 - 12:00 : Awards

11:00 - 10:30 صباحاً: استقبال الضيوف
11:02 - 11:00 صباحاً: عرض مقدمة الترحيب
11:03 - 11:02 صباحاً: أعلام الدول
11:05 - 11:03 صباحاً: الترحيب بالضيوف
11:10 - 11:05 صباحاً: كلمة سعادة مدير
11:15 - 11:10 صباحاً: كلمة منظمة الملكية الفكرية العالمية
11:20 - 11:15 صباحاً: فيديو
11:25 - 11:20 صباحاً: عرض كلمة ضيف خاص في المجال الفني
11:30 - 11:25 صباحاً: ترفيه
12:00 - 11:30 صباحاً: تكريم جوائز



Dubai Justice Institute and the US Justice Dept. IP Workshop - Dubai, April 2015

BPG were invited to speak at a judicial workshop being hosted by the Dubai Justice Institute and the US Justice Department. The primary theme of this event was to examine the opportunities available to Public Prosecutors conducting investigations regarding Intellectual Property Fraud. The workshop specifically highlighted the strong deterrent opportunities available to prosecutors via the UAE’s new legislation re Anti - money laundering. Speakers from US Homeland Security, the FBI and Justice Department gave examples of how targeting the proceeds of this crime could severely disrupt and effectively deter this type of crime. The BPG’s key message was to support and reinforce this AML initiative and we highlighted how the current lack of effective deterrent sentencing was the root cause of the problems that brand owners all face in the UAE.



The INTERPOL Trafficking in Illicit Goods and Counterfeiting dimension training program

The INTERPOL Trafficking in Illicit Goods and Counterfeiting Sub-Directorate organized in cooperation with INTERPOL Cairo and Egyptian Ministry of Interior (The INTERPOL Trafficking in Illicit Goods and Counterfeiting dimension training program) for Egyptian Law enforcement, which was held in the Police research center at the police academy Cairo between 27-29 April 2015.



BPG members participated and provided specialized legal trainings to the local enforcement authorities. BPG members demonstrated Product Identification, differentiating them from the infringing items as well as product identification which were a very important technical aspect of this training. In order to implement information received during the training program, the Law Enforcement agencies in Egypt Launched, in cooperation with INTERPOL (Operation Egypt Monitor Eyes) which started directly after the training for a period of sixty days aiming at intercepting and seizing consignments of counterfeit and other illicit goods and arresting offenders

Sharjah Economic Development Department (SEDD) awards BPG in the Strategic Partners Forum 2015

On 13 May 2015, Sharjah Economic Development Department (SEDD) organized its annual meeting for strategic partners from private and public sectors. BPG was invited to attend this prestigious event and has been awarded a trophy from the SEDD Chairman, Mr. Sultan Abdullah Al-Suwaidi as an appreciation token for the support BPG is giving for SEDD to fulfill the Department's mission, vision & goals. In return, BPG represented by Mr. Moutaz Abdullat – Board member - thanked SEDD and all of its employees for the invite and wished them further progress and success.



Federal Customs Authority, in collaboration with WCO and Institute of Training & Judicial studies, May 2015

On 20th of May 2015, the Federal Customs Authority, in collaboration with World Customs Organization and Institute of Training & Judicial studies, organized a two days conference at Conrad hotel - Dubai.

BPG members attended and participated in the discussions regarding UAE Customs and Anti-commercial Fraud legislation and current challenges such as disposal of counterfeits, IPM tool.

The second day was dedicated for brand owners to train the customs officials on how to differentiate between genuine and fake goods.



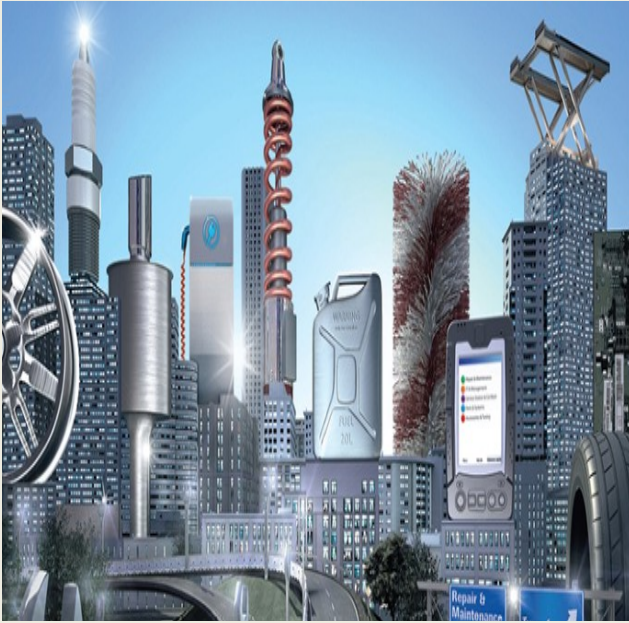
BPG members participate in WCO and Oman Customs/ROP IP Workshop - Muscat, 1st June 2015

BPG members were invited to present at a WCO IP workshop being hosted by the DG Customs, Royal Oman Police. This event was an ideal opportunity to educate Oman Customs officials on the brand owners legitimate supply chain into Oman and to provide them with guidance on identifying suspect products and shipments. BPG Brand owners represented at this event included BMW, GSK, Burberry, Unilever, Proctor & Gamble and Beiersdorf.

As a consequence of the workshop and the information provided by the BPG members, Oman Customs are now taking the initiative to expand the number of Customs officers with access to the WCO IPM tool. They will also appoint one key operational officer, who will act as a point of contact for all IPR related issues. It is hoped that this initiative will be a pre-cursor to greater engagement with the industry and the start of a process which will lead to a registration and recordation system for Rights holders with Oman Customs.

BPG at Automechanika Dubai 2015

2-4 June 2015, Dubai International Convention and Exhibition Centre



Automechanika Dubai 2015 celebrated its 13th edition in style, featuring 1,882 exhibitors from 59 countries, and attracting 30,835 trade buyers from 130 countries over three days at the Dubai International Convention and Exhibition Centre in June 2015.

BPG was also present, where our representatives introduced our vision and mission to other brands, supporting Automechanika Dubai's commitment to ensuring all exhibitors and visitors adhere to Intellectual Property Rights.

In order to give BPG Brand Owners a preview of products displayed at the exhibition, Automechanika Dubai organized an informal walk through the show prior to the opening day.

BPG Board meets officials from the UAE Ministry of Economy, 4th June 2015

Chairman Elie Atallah and Board Member Omar Obeidat met with H.E Engineer Mohammad Al Shehhi Undersecretary of Ministry of Economy and Dr. Ali Al Hosani Asst. Undersecretary supervising the IP sector. The meeting comes in line with the signed MOU between BPG and the Ministry of Economy and was aimed at reviving cooperation and addressed issues relevant to members' interests. The meeting primarily addressed the hike in official fees recently introduced on IP Rights registration and also examined cooperating with the Ministry of Economy via offering industry perspective and expertise in reviewing legislation regulating intellectual property rights.

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد



مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

BPG Board Met on 9th June 2015

BPG Board Met on 9th June 2015 , were they reviewed the group's initiatives and activities conducted during the first half of 2015, which included a number of training courses for law enforcement officials and customs inspectors in the UAE and the Gulf region, The meeting's agenda also discussed future activities and training courses planned for the second half of 2015.

The Board of Directors also approved the appointment of a dedicated public relations consultancy to undertake the group's public relations activities for the year 2015/2016. BPG has also commissioned a web development consultancy to fully revamp of its website in order to provide the general public, as well as, member companies with an integrated informative platform.

During the second half of 2015, BPG is set to undertake a line-up of anti-counterfeiting awareness activities within the GCC, including an intellectual property forum in one of the Gulf States.

BPG & RAK Customs

As part of the BPG's continuing efforts to uphold the protection of intellectual property rights in the UAE, BPG with the assistance of RAK Customs organised two training sessions for their Inspectors . One event was held in April and the other in June. Lectures from Beiersdorf Middle East, LV, Nestlé Middle East, British American Tobacco, Unilever, Nike and P&G respectively, provided the inspectors with detailed information on modus operandi on imports and also product identification.



“Collating Statistics and Meeting DED”, 25th June 2015

Omar Obeidat, Board Member of BPG met with Mr Ibraheem, Behzad, Director of Commercial Protection at Dubai Department of Economic Development. The meeting was part of a new initiative launched by the BPG Board this year to collate statistics from enforcement agencies that can serve the members of BPG to understand how to position their efforts in anti-counterfeiting. Mr. Behzad welcomed the Board member and agreed to study the request from BPG and provide us with information that can be made available to the members.

So far, the BPG has secured statistics on IP cases handled by the Abu Dhabi Department of economic Development, Sharjah Customs, Dubai Customs and Ras Al Khaimeah Custom's authorities. The BPG is reaching out to all departments concerned to collate such statistics.

EIPA invited BPG Chairman to attend Ramadan Council gathering on 23th June 2015.



BPG Media Coverage

خلال اجتماع مجلس ادارة أصحاب العلامات التجارية " بحث تشديد حماية الملكية الفكرية"

Al Bayan 2 (Business).pdf = [http://www.gulfbpg.com/press_release/Al%20Bayan%202%20\(%20Business\).pdf](http://www.gulfbpg.com/press_release/Al%20Bayan%202%20(%20Business).pdf)

لتعزيز اواصر التعاون مع الهيئات الحكومية "العلامات التجارية" يطالب بحماية الملكية الفكرية

Al Khaleej (Online).pdf = [http://www.gulfbpg.com/press_release/Al%20Khaleej%20\(Online\).pdf](http://www.gulfbpg.com/press_release/Al%20Khaleej%20(Online).pdf)

Al Khaleej 2.pdf = http://www.gulfbpg.com/press_release/Al%20Khaleej%202.pdf

“العلامات التجارية” يطالب بحماية الملكية الفكرية

Al YOUM 2.pdf = http://www.gulfbpg.com/press_release/Al%20YOUM%202.pdf

مجلس أصحاب العلامات التجارية يطالب بتشديد حماية الملكية الفكرية

saneoualhadath-me.pdf = http://www.gulfbpg.com/press_release/saneoualhadath-me.pdf

تدريب مفتشي جمارك رأس الخيمة على التمييز بين البضائع الاصلية و المقلدة

AL Bayan 1 (Business).pdf = [http://www.gulfbpg.com/press_release/AL%20Bayan%201%20\(%20Business\).pdf](http://www.gulfbpg.com/press_release/AL%20Bayan%201%20(%20Business).pdf)

دورة تدريبية لمفتشي جمارك رأس الخيمة

Al ittihad (business).pdf = [http://www.gulfbpg.com/press_release/Al%20ittihad%20\(%20business\).pdf](http://www.gulfbpg.com/press_release/Al%20ittihad%20(%20business).pdf)

Al ittihad 1.pdf = http://www.gulfbpg.com/press_release/Al%20ittihad%201.pdf

RAK Customs, BPG organize training session in Ras Al Khaimah

ameinfo-com (2).pdf = [http://www.gulfbpg.com/press_release/ameinfo-com%20\(2\).pdf](http://www.gulfbpg.com/press_release/ameinfo-com%20(2).pdf)

RAK Customs and BPG organise training session to improve detection of illicit trade

www-zawya-com.pdf = http://www.gulfbpg.com/press_release/www-zawya-com.pdf