

**2015/2016**

**Issue**

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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.

## BPG Events'



### BPG in Al Ain (15<sup>th</sup> September 2015)

The commercial control department at the Ministry of Economy organized an IP workshop in cooperation with Al Ain Family Development Foundation on the 15<sup>th</sup> September 2015. The workshop's theme was on distinguishing between genuine and counterfeit products. Two BPG member brands, namely Merck Sharp & Dohme Limited (MSD) for pharmaceuticals and Caterpillar participated at this event.

### BPG & RAK Customs (15<sup>th</sup> September 2015)

As part of the BPG's continuing efforts on protecting intellectual property rights in the UAE, BPG and RAK Customs held a training session for their Inspectors on the 15<sup>th</sup> September 2015. Presentations were made by JTI, P&G, BMW, Burberry and NIKE respectively, each brand providing the inspectors with detailed information on modus operandi on legitimate imports and product identification.



## BPG & Dubai Customs (30<sup>th</sup> September 2015)

Dubai Customs arranged their 31st workshop for spare parts (Automotive) industry. The BPG were represented by Caterpillar.

## BPG meetings with UAE authorities

### BPG & Dubai Economic Council (3<sup>rd</sup> August 2015)

BPG Chairman met with Mr. Tarek Hajjiri DEC Legal Counsel on the 3<sup>rd</sup> August 2015. The meeting was focused on identifying key actions of collaborations between BPG and DEC. The three primary objectives of these initiatives would be as follows:

1. Increase the public awareness of IP role on innovation and creativity.
2. Fighting counterfeit will positively impact Dubai Expo 2020 both on society and individuals; an
3. Decrease the extent of infringement and increase the legitimate trade.

There were five areas of suggested collaborative campaigns that could potentially help BPG and DEC raise awareness of the challenges faced.

**Dubai Plan 2021** – Through collaboration between the DEC and BPG we can work at improving legal frameworks and government services to provide businesses with the efficient environment that they need in order to grow, thrive and **commercialize innovative**.

**Expo 2020** – Under the title ‘**An Expo free from infringement**’, DEC and BPG to engage in an awareness campaign to promote better consumer knowledge, highlighting the importance of quality and creating a notion of certainty that products are genuine and complaint with quality standards.

**Academic Institutions** – Targeting the youth through presentations and academic competition, in order to educate them on the moral basics and also influence future working and thinking habits in intellectual property and innovation.

**Walkathon** - A walking marathon (to be held in 2016) aimed at engaging the community and highlighting the correlation between counterfeit products and health risks. Event to be sponsored by UAE government agencies and brand owners

**IP Forum** - To be held in 2016, aimed at bringing together high level experts from both the public and private sectors to discuss the most important issues to furthering innovation within the context of IP in the UAE.

The board will consider these option with members, as part of our engagement strategy for 2016 onwards

## **BPG & Dubai Customs meeting**

Board members, Mr. Malek Hannouf from LV and Mr. Bassel El Turk from Rouse & Co met with Dubai Customs IP unit on the 19th August 2015, where the following issues were discussed:

1. Our concerns over the drop in the number of notifications and how to reverse this trend
2. Update on their recent negotiations on commercial destruction and recycling of counterfeits and anticipated costs
3. The handling of information and risk handling and subsequent communication with Brand owners
4. Matching fake and genuine samples and the role of Dubai Police criminal laboratory

The challenges of addressing each of these key issues are unique and each one of them will pose some significant challenges and require a more flexible approaches by both the Customs and Brand Owners. We will discuss these issues in more details at the next meeting of BPG voting members.

## **Board Members Meeting with BPG Voting Members'**

Board Members' Cameron Walker from BDF and Malek Hannouf from LV, met with Kamran Chassebi & Rwaida BouAjran (PMI), Ali Itani (JTI) and Wael Ismail (BAT) to conduct a BPG 'feedback session' with our voting members from the Tobacco industry. The primary issues of concern raised were:

1. Plain packaging and the lack of lobbying
2. Customs and EIPA relationship.
3. Illicit trade and revenue loss.
4. Low media/public and member visibility of the BPG.
5. Workshops
6. AOB

This was a good feedback session from the members. It raised a number of important concern areas for the tobacco brand owners, where lookalike, illicit trade and advertising restrictions were the leading challenges rather than counterfeiting. The representative members also asked the board to reconsider a number of proposed small regional workshop initiatives, increased media awareness activity by the BPG, the proposed infringement of their advertising rights and highlighting the cost of illicit trade to the UAE economy. The member's general view was that EIPA also needed to do more to address the continuing uncertainties and inconsistencies encountered by brand owners when dealing with Dubai Customs on all IP related matters.

## Board Members meeting with Mohamed Lootah, DDED



BPG Chair and Board members met with Mohamed Lootah to award his agency for his effort in the various raids & seizures conducting against counterfeit products. BPG also discussed a number of administrative issues including the proposed 5% rental fee on license renewal and finally to discuss signing an MOU between BPG & DDED.

Mr. Lootah has also suggested the setting up of a public/private sector advisory board for the DDED in which BPG or members of BPG will be invited to support.

## Events attended by BPG representatives

### **EIPA President invites BPG to celebrate Ramadan Suhoor (5<sup>th</sup> July 2015)**

Members of the BPG board and other leading UAE organization, involved in promoting Intellectual Property protection, were invited to a Suhoor, hosted by Major General Dr Abdul Quddus Obadli at the Asateer Majlis at the Atlantis Hotel.

### **BPG attend the EIPA & WIPO ‘Training of Trainers’ Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises - SMEs” (16<sup>th</sup> to 18<sup>th</sup> August 2015)**

The BPG attended and spoke at a ‘Train the Trainers’ event for Small and Medium Size enterprises. This event was held at Dubai police officer club. The event was organized by EIPA in partnership with UAE Ministry of Economy, Dubai SME and the World Intellectual Property Organization.

The event was attended by regional entrepreneurs and investment bodies. The key expert speakers from WIPO were from the EU, Levant and India.

This was a very interesting event, where the guest speakers helped to explain and educate the audience on the many challenges faced by new business in protecting their brands and ideas, both regionally and globally.

### **BPG attend the Dubai Economic Council event on 20<sup>th</sup> October 2015 “The New UAE Commercial Companies Law – Implications for Business.”**

The event was under the patronage of H.H Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, organized by Dubai Economic Council, the Supreme Legislation committee and Al Timimi & Co, at the Ritz Carlton Hotel, DIFC.

BPG members were amongst over 350 delegates that included a wide range of representatives from businesses across the UAE along with senior government officials.

During the conference delegates were provided with insights on how the new Law would work in practice. It was recognized that UAE had now established itself as a global hub for business by providing a suitable and stable environment, This new Law was seen and a welcome and necessary step to further strengthen the business sector in the country.

**BPG & Federal Customs (27<sup>th</sup> to 29<sup>th</sup> October 2015)**

The Federal Customs Authority, UAE invited their partners to attend the 2<sup>nd</sup> Customs & Trade Facilitation Summit in Dubai as part of Global Trade Development Week 2015, 27-29 October, held at the Ritz Carlton DIFC, Dubai.

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