

**2016/2017**

## **Issue No.5**

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.

## Members' News

### **Farewell to:**

Mr. Tim Hayes – former  
Director Brand Protection -  
EMEA  
Johnson & Johnson Supply  
Chain.

Wishing you much joy and  
happiness as you begin a  
new chapter in your life.

### **And Welcome:**

Andreas Angst – current  
Director Brand Protection -  
EMEA

Johnson & Johnson Supply  
Chain.

We wish you all the success  
in your new position.

### **Farewell to:**

Susan Falah -  
MANN+HUMMEL Middle  
East FZE (MHAE).

Wishing you all success,  
happiness and new  
opportunities.

## BPG Chairman meets with USTR & USPTO May 2016, Orlando

The Chairman met with US Trade Representative (USTR) director for the ME & Europe and the US Patent and Trademark Office (USPTO) and discussed various issues impacting the region and ways to join forces to tackle these issues, also discussed the various workshops and conferences that will be held in November 2016.

## BPG Events'

### BPG & Dubai Customs 25<sup>th</sup> April 2016

Dubai Customs arranged their 34<sup>th</sup> workshop, BPG participated in this workshop through its members' Unilever, Nike and LV.



### International Trademark Association (INTA) Conference May 2016, Orlando

The chairman was invited to attend and present at the INTA forum in May 2016. The subject for discussion was the ***“impact of instability in the Middle East on the trademark regime, the GCC Trademark Law, Kuwait accession to the Paris Convention, well-known marks and online enforcement.***

Our Chairman's presentation covered the following issues impacting upon the GCC markets:

- NEW GCC TM law covering status update on countries adoption to the law and its benefits and opportunities.
- Kuwait accession to Paris convention and the current challenges in tackling IP infringement issues.
- The improvement of IP protection and the areas that need to be addressed in order to have a more safe and encouraging environment.
- The benefit of the BPG and what it can offer to both public and private sector.

## BPG at Automechanika Dubai 2016

8 – 10<sup>th</sup> May 2016, Dubai International Convention and Exhibition Centre

Automechanika Dubai 2016 featured over 2,000 exhibitors from 58 countries and welcomed more than 30,000 trade visitors from across the globe. This year's event include 25 official 'country' pavilions, which includes the world's largest German Manufacture Pavilion for the automotive aftermarket industry and also first time participations from Iran, Japan, The Netherlands and Peru.

BPG was present, where our representatives helped introduce visitors to our vision and mission on protecting manufacturers IP rights and in 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 kindly organized an informal walk through the show prior to the opening day.



## BPG held Suhoor Gathering on the 13<sup>th</sup> June 2016

Monday, 13<sup>th</sup> June 2016 at 'Al Majlis' at Mina A'Salam Hotel - Madinat Jumeirah

BPG held a Suhoor gathering in Dubai to celebrate the spirit of Ramadan. It offered members the opportunity to informally strengthen networking ties with key partners and to thank all of our stakeholders for their unstinting support.



## RAK Customs Training on 11th July 2016.

Monday, 11<sup>th</sup> July 2016 at RAK Customs offices.

BPG continues to support RAK Finance Department, through participation in their training program on '*How to distinguish between genuine products and counterfeit products*' Mr. Abdullah M. Al-Obaidli representative of Unilever delivered training to the inspectors and handed out certificates to the participants.



**BPG meetings**

## DED Advisory panel meeting

April 2016, Dubai - UAE

The Dubai Intellectual Property Advisory Board (IPAB) held its second quarter meeting, with many BPG members represented.

IPAB has asked brand owners to assist and advise the DED on ways of helping them to deliver improvements in protecting intellectual property rights, specifically in terms of administration and their enforcement. It is hoped that this new public/private sector co-operation initiative will also help to improve the UAE Global ranking in terms of IP enforcement.

IPAB will be asking specific sectors to help with benchmarking studies on the problems faced. The proposed studies will then be used to help inform and advise DED on emerging global IP trends in the field of enforcement, which in turn will then be used to bring about improvements in the current UAE system.

The first business sector chosen by IPAB is the 'Skincare' sector. This study will be conducted by advisory board members from Reckitt Benckiser, Beiersdorf and Johnson & Johnson respectively, with additional input from Proctor & Gamble and Unilever. This new study will be presented to the IPDB on the October 2016.

## **BPG meets with JETRO.**

**March 2016, Al Tamimi Offices, Dubai - UAE**

Omar Obeidat, Board Member of Brand Owners Protection Group, met with delegation from Ministry of Foreign Affairs of Japan and JETRO on 8 March 2016. JETRO is a new Middle East Intellectual Property Group, specifically aimed at representing Japanese companies

The meeting was held to discuss the activities of the Brand Owners Protection Group and the relationship between BPG and government authorities in the region. Omar gave the delegation an introduction re the BPG objectives, its membership benefits and specifically explained the importance of the BPG signing Memorandums of Understanding with various government authorities on behalf of all our members.

Omar further addressed the challenges and focus areas that BPG are currently working through. The discussions then covered several topics regarding IP inquiries from Japanese companies, IPR related laws and regulation.

The JETRO delegates sought cooperation and technical assistance from the BPG and its members on order to help promote IP protection in the Middle East, and support their recently launched association in Dubai. Omar welcomed the launch of this new group and confirmed the BPG's commitment to support all groups working towards the objectives that serve the interests of BPG members in enhancing the IP environment in the Middle East.



## **May 2016: BPG meet with EIPA and Ernst & Young re proposed UAE Intellectual Property Enforcement Review.**

After some months of discussion and examining differing study proposals, BPG met with the Vice Chairman of EIPA, namely Dr. Mohamed Abdalla Al Mur and Executive Director Abdul Rahman Almuaini and representatives from Ernst and Young Middle East's Integrity, Diligence and Assurance Directorate at Dubai police headquarters.

EY provided the EIPA Executive Board representatives with a presentation and outline of their proposals for the IP Enforcement study. The proposal and presentation was then discussed between EIPA and BPG and thereafter separately considered by the EIPA Board later that same day. We are now glad to announce that EIPA, with support from BPG, have now been awarded this important piece of work to EY.

From a BPG membership prospectus the proposed EY costs are half those first quoted by the other tendering agencies and EY themselves already have a very good standing with the UAE government for impact studies of this nature. A team of experts from EY will be contacting our members from August onwards, to draw together the information needed to prepare this study. The target date for completion will be early November 2016. EIPA will present the findings of the report to HH Sheikh Saif, Minister of Interior under the sponsorship of HE Dhahi Khalfan.

## **BPG meets with Ministry of Economy**

**May 19<sup>th</sup> 2016, MoE offices at Abu Dhabi –UAE**

On May 19, 2016, BPG Chairman Elie Atallah, BPG board members Cameron Walker (Beiersdorf), Wael Adhami (HP Inc.), and a senior delegation from HP Inc. met with Mrs Fatema Al Hosani, Trademarks Director at the Ministry of Economy in Abu Dhabi and EIPA Director.

Matters discussed included implementation of the GCC Trademark Law, deterrent sentencing against infringers and destruction of seized counterfeit products in the United Arab Emirates.

The BPG is currently seeking to follow-up on these discussions directly with H.E. Dr Ibrahim Ali Al Hosani, the Under Secretary at the Ministry of Commerce

## Events attended by BPG representatives

### **BPG attends The First Conference of Emirati Women under the title: Emirati Women, Excellence & Innovation 2016.**

**8<sup>th</sup> March 2016**

This event was held under the patronage of H.H. Sheikha Fatima bint Mubarak, President of General Women's Union in coordination with the Ministry of Interior and EIPA. The title for this first conference event was: *Emirati Women, Excellence & Innovation 2016*. The BPG was represented at this event by board member Mrs. Linda Mouaz from Nestle.



### **BPG attends INTA ME Workshop**

**On 12<sup>th</sup> Apr 2016 at the Capital Club, DIFC.**

BPG members attended to the second roundtable discussion in the Middle East held in Dubai.

The event was jointly organized by The International Trademark Association (INTA) and the US Patent and Trademark Office (USPTO) with the support of the Emirates IP Association (EIPA), the French Embassy, and the Japanese External Trade Organization (JETRO).

This event brought together government officials, trade mark law attorneys, brand owners, and intellectual property professionals in the UAE.

Various topical issues surrounding trade marks in the UAE were discussed, including the GCC Trade Mark Law and its implementation, trade mark enforcement, and trade mark examination procedures.

The event was by invitation only and was the opportunity for a small, select group of stakeholders interested in trade mark issues, to discuss relevant and pressing matters in an open and informal setting.

INTA commonly hosts such events around the world to promote and foster discussion and ideas between the public and private sectors. INTA are in no doubt that the UAE is an important player on the Global trade mark field and they also view the BPG as a key regional partner.

## BPG attends The Business Community Engagement initiative by DED

On 24th Apr 2016 in the Ritz Carlton, DIFC.

Under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum , DED launched “ The Business Community Engagement initiative “ , which aims to add and create new value in Dubai’s economy by facilitating and enabling the public and private sectors to work more closely together in co-investing and co-developing the future economy of the Emirate in a sustainable way.

The initiative was the first of its kind and brought together influential business councils in Dubai, industry groups, trade association, diplomats, as well as senior executives of major companies operating in the UAE.

## BPG attends IP Day celebration held by Dubai Customs

On 26th Apr 2016

BPG was invited to attend the IPR Day celebration organized by Dubai Customs. BPG Chairman Mr. Elie Atallah and Board member Mrs. Linda Mouaz attended this event.



## May 2016: BPG attended the DED Business Community Engagement

This follow up to the new DED initiative was sponsored by Mohamed Shael Al Saadi, Director for Business Development and Strategy DED. The event was held at their head office in Deira and was well attend by many other business sector groups. The key message from DED was the need for greater feedback from the business community as a whole and they are keen to encourage greater representation from the business community through sector expert groups.

BPG for our part raised the matter of the recent increased registration costs, whereby groups such as our own had now to provide registered premises for calculation of their licensing and renewal fees. The registration costs being principally based on the size of the company premises provided.

DED representatives were somewhat surprised to hear how this had impacted on business sector groups such as our own and promised the attendees to look into the matter, agreeing that this policy might actually discourage the formation of such groups in the future rather than promote them



## BPG attends “Al Mjlis Al Ramadani” gathering on 12<sup>th</sup> June 2016.

BPG delegation attended “ Al Mjlis Al Ramadani “ hosted by H.E Dahi Khalfan Tamim on the 12<sup>th</sup> June 2016 , under the title “ UAE Innovation Strategy “.



## News Room

**Small businesses likely to suffer as Gulf countries raise intellectual property fees**

<http://www.thenational.ae/business/economy/small-businesses-likely-to-suffer-as-gulf-countries-raise-intellectual-property-fees>

End.