

**2016/2017**

## **Issue No.6**

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

*Welcome our new Member:*

**Hyundai Mobis Parts  
Middle East FZE,**  
represented by **Mr.Gireesh  
Kumar.**



## BPG Events'

### **BPG 2<sup>nd</sup> Gathering. 2016.**

**On the 5th October 2016, Al Hallab bab El Bah**

BPG held its 2<sup>nd</sup> Social event for the year of 2016, where BPG's achievements, goals and plans of the year were discussed.



### **BPG & Ministry of Economy**

**On 27th October 2016, Sharjah Chamber**

BPG arranged a training session on 'How to distinguish between genuine products and counterfeit products' for the officials of the Ministry of Economy in Sharjah Chamber.

Mr. Abdullah M. Al-Obaidli representative of Unilever delivered the training and handed out certificates to participants.



## **BPG participates in USPTO Conference,**

**On 1<sup>st</sup> – 3<sup>rd</sup> November 2016**

BPG presented at this conference on 'Combating the proliferation of counterfeit Health and Safety products, held between the 1st and 3rd November. Our presentation highlighted the IP strengths, weaknesses, opportunities and threats from the brand owner's prospectus in the region.

The event was well attended by key government officials from across the GCC and Pakistan. Other key speakers included representatives from the US Enforcement agencies, International TM an IP legal experts and Europol.

Overall a very interesting and informative event that was well received by all the delegates.

## **BPG Supports MoE during Innovation week 2016**

**On 24<sup>th</sup> November 2016**

Ahmad Saleh, Head of Patents & Designs (R&D and Innovations) at Al Tamimi & Co presented on 24 November 2016 an informative seminar about Innovations to the UAE Ministry of Economy - Dubai office. The Seminar addressed a number of important aspects about innovations from different dimensions including guidance and tips on how to use our talents to think outside the box and innovate within our work environment. The Seminar also addressed some legal aspects about innovations including patent and industrial design protection.

Another way of contribution was through our respected member Unilever, were they distributed giveaways for the competitions arranged during innovation week.



## BPG participate in the 6th Regional Intellectual Property (IP) Crime Conference in the Middle East and North Africa 15 - 16 November 2016 , Intercontinental Dubai Festival City

In continuation of its efforts to promote for better protection of intellectual property rights in the region, the BPG participated in the 6th Regional Intellectual Property (IP) Crime Conference in the Middle East and North Africa , this event was Organized by Emirates IP Association and INTERPOL In Cooperation, with League of Arab States, Dubai Police, Dubai Customs, Judicial Training Institute, Emirates Transport and Brand Owner's Protection Group (BPG). BPG participated in this event in different forms were BPG identity was loud and clear through the given stand in the foyer area.

BPG participated in a joined workshop represented by Mr Rami Abdallah, Attorney and Legal Counsel for Saba & Co. TMP in his capacity as Brand Protection Manager for BMW in the MENA Region. Mr. Rami conducted a presentation which tackled the cooperation and coordination between brand owners and various authorities in the UAE in the fight against counterfeits. Representative from Dubai Customs, Dubai Criminal Lab, Dubai Department of Economic Development, Dubai Economic Crimes Department and the Courts also conducted presentations introducing the role of each of the said authorities and their efforts in combatting counterfeiting activities.

Elie Atalla , BPG Chairman chaired a Panel discussion about the Regional/National strategies and initiatives to combat IP crimes and Illicit trafficking.



## **BPG participate in WIPO National Workshop on Building Respect for Intellectual Property for Members of the Judiciary.**

**7<sup>th</sup> – 8<sup>th</sup> December 2016 , University City in Sharjah**

WIPO National Workshop on Building Respect for Intellectual Property for Members of the Judiciary. Organized by the World Intellectual Property Organization (WIPO) and the Emirates Intellectual Property Association (EIPA), delivered training at the Institute of Training and Judicial studies in University City in Sharjah. Judges and public prosecutors from across the Emirates attended this event.

On 8th of December 2016, Louis Vuitton's representative and BPG board member gave a lecture about 'The Role of the Right Holders in the Enforcement of Intellectual Property'

The 2 days event was well attended by WIPO officials; Dubai Customs Director, Mr Yusef Ozair; Dr. Mohamed Al Kamali, Director General of the Institute of Training and Judicial Studies and The Honorable Ms. Nehad Al Husban, Judge of Amman Appeal Court, who also provided lectures on numerous topics covering injunctions, calculations of damages and dispute resolution of IP cases.



## Events attended by BPG representatives

### **BPG attends 2<sup>ND</sup> Conference titled “Safety of the community “**

**On October 10, 2016 – Dubai police officers club - Dubai, United Arab Emirates.**

BPG delegate attended the 2nd conference on the efforts of the united Arab Emirates in the fight against intellectual property crimes under the title of "safety of the community “, under the patronage and in attendance of Lt. General Dahi Khalfan Tamim, Deputy chief of police & public security in Dubai , Honorary president of the emirates intellectual property association.



## BPG Awarded by Ministry of Economy

On 13<sup>th</sup> December 2016, Medan Hotel- Dubai, UAE.

BPG was invited to attend the "2016 Annual Partners Forum" for the Ministry under the patronage of His Excellency Sultan bin Saeed Al Mansouri, Minister of Economy.

During this event Ministry of Economy launched of a movie about the Economy beyond Oil industry and honor their strategic partners.



## BPG attends EIPA Seminar - Going Global with your trademark with the Indian Management Institute

On 30<sup>th</sup> January 2017 , Dubai police officers club , Dubai ,UAE.

The seminar was about best practices in selecting, registering and expanding your IP assets for successful businesses and franchises

LV ,Hady Khawand from Saba IP and Arun Sebastian from MOBIS attended this seminar.



## BPG meetings

### BPG meets with JETRO.

13<sup>th</sup> November 2016, at Al Tamimi Offices , Dubai - UAE

Members of our board met with a Japanese Brand owner's delegation and regional JETRO representatives.

Topic discussed included improving brand owners co-operation with the local government agencies, EIPA and the current UAE policy on counterfeit re-export and associated waste disposal options.



### BPG attended DCCC Quarter meeting

On 23<sup>rd</sup> January 2017, Dubai -UAE

Dubai Customs Consultative Council DCCC held a Meeting on 23 January as part of the 2nd Dubai Customs Week.

Senior Dubai Customs attendees included HE Ahmed Mahboob – DG Dubai Customs, Yousuf Ozair – Head of IP, Yousuf Al Hashemi – Director Jebel Ali Customs Center Management, Humaid Al Rashid – Director of Air Customs Center Management, and Abdulla Al Khaja – Executive Director Customer Management Division, along with other attendees from different departments.

BPG was the first to present following the opening speech from HE Ahmed Mahboob. BPG's history since its inception was outlined, along with our mission statement and details of our current membership. We then highlighted the importance of a brand's IP to the company as its most valuable asset, and the duty a company holds towards ensuring its consumers. Moreover BPG's achievements over the past two years were highlighted, and the positive results it can drive for its members. Lastly the improvements the new UAE Anti Commercial Fraud Law brings to the existing enforcement measures were highlighted, and Dubai Customs was commended for its ongoing efforts to promote partnership between the private and public sector which drives for better results.

As part of a Q&A session, Tomy Joseph – GM Dubai City of Gold, and Dharmendra Sawlani – President Dubai Computer Group, mentioned their interest in taking part of the workshops that BPG organizes with authorities. They will contact BPG to possibly become members after learning more about the details of BPG member benefits.

Privately, Ahmad Razeq VP, and Ibrahim Abu Zayed Executive Board Member from the National Association of Freight & Logistics were concerned that the DED issues fines against them if counterfeit stock is seized at their warehouse, although they only serve as freight forwarders. They were also concerned about the new higher penalties the Anti Commercial Fraud Law brings, and wanted to ensure they wouldn't be targets as they are the owners of any products being exported / imported through them. They want to collaborate with BPG to find a working solution on the matter.

## **BPG attended Abu Dhabi Customs meeting with strategic partners.**

**On 5<sup>th</sup> March 2017, Dubai -UAE**

Abu Dhabi Customs hosted a meeting within the framework of the Abu Dhabi its General Directorate's strategy for communication with the private sector and strategic partners, where they explained Department's orientation and training needs, latest developments internationally in the subject of intellectual property and the best modern ways to identify the original goods from counterfeit was discussed.

Mrs. Hamida Al-Jabri, Head of Intellectual Property and Agreements Department, welcomed the The company's representatives appreciated their attendance and wished to hold regular meetings because of their positive role and active in the process of protecting intellectual property right.

The meeting was attended by the staff of the department as well as more than 13 representatives of well-known international companies, among which BPG representatives.

Positive discussions on many topics of interest to the two parties took place, such as the World IP Day for the year 2017, and training courses for Abu Dhabi Customs officials on intellectual property, In addition to the trademark registration issue at Abu Dhabi Customs, which was recently introduced.

At the end of the meeting, participants thanked the Abu Dhabi Customs Department and the General Director of Abu Dhabi Customs.



## BPG Held Its Annual General Assembly On 2<sup>nd</sup> March 2017, ATANA Hotel, Dubai -UAE

BPG Held its Annual General Assembly on 2<sup>nd</sup> March 2017 at ATANA Hotel – Dubai, BPG presented achievements of 2016/2017, strategy and action plan for 2017 .

During the General Assembly meeting, a voting session took place regarding the amendment of the Constitution in order to change the structure of membership to become unified for brand owners, with the new structure we are keeping one form of membership as Voting Member for Brand Owners instead of 2 categories. With this restructuring we will achieve a more productive approach to get interest of brand owners and make all members party to the decision-making process. We trust this new structure will help us move forward better and quicker.

BPG announced signing contract with Synchro Comms, a social media specialist to develop a strategy and handle uploads, replies Etc. Social media to cover Facebook, twitter and other platforms, Ms. Carine Bouery, Founder and Managing Director of Synchro Comms - highlighted very important topics on Social Media terminologies, challenges, and numbers in the middle east.

The General Assembly was concluded with a lunch invitation to BPG members and our guests.

