



GULF BPG NEWSLETTER

First Edition - 2025



SUMMARY

NEWS & EVENTS

- New Members
- Gulf BPG attends IP Forum Launching Initiatives as Part of MoEC's IP ECO-system Project (6/1/2025)
- Gulf BPG participates in GCC-CLDP/PTO Anti-Counterfeiting Workshop in Riyadh, KSA (15/1/2025)
- GCC IP Advisory Council Delegation visits Japan for Anti-Counterfeiting Discussions (21-25/1/2025)
- Gulf BPG attends the International Customs Day celebration by Dubai Customs (27/1/2025)
- Gulf BPG General Assembly 2025 (30/1/2025)
- Gulf BPG participated in IP Masterclass on "Trademark & Copyrights latest developments" by USJ (5/2/2025)
- Gulf BPG Awarded at Abu Dhabi Customs "Partners Forum 2025" (6/2/2025)
- Gulf BPG participates & sponsors MoEC 'IP Sport' Initiative to Boost Innovation & IP Protection in Sports (15/2/2025)
- Gulf BPG attends Sustainable Publishing Forum "Towards Innovative & Sustainable Publishing" by MoEC (17/2/2025)
- Gulf BPG participates in "Qitaf" Exhibition (18/2/2025)
- Gulf BPG participates in the MoEC's Beyond 71+ initiative & AIPPI UAE IP Clinic (19/2/2025)
- Gulf BPG attends the 1st International Copyright Conference (19/2/2025)
- Gulf BPG attended Nissan x MoEC Escape Room activation (20/2/2025)
- Gulf BPG takes part in the "Aisha Camp" initiative (22/2/2025)
- Gulf BPG signs the "InstaBlock" agreement with MoEC (25/2/2025)
- Gulf BPG Suhour gathering (13/3/2025)
- Gulf BPG participates in H.E. Minister of Economy visits InstaBlock Lab (17/3/2025)
- Gulf BPG participates in meeting the Moroccan Intellectual Property Office Delegation visit to UAE (7/4/2025)
- Gulf BPG attends "Making a Living from Music" Workshop (23/04/2025)
- Gulf BPG participates in the 1st Fashion Law Conference, Kuwait (28/4/2025)
- Gulf BPG participates in World IP Day activities organized by EIPA (28/04/2025)

Summary

News & Events

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NEWS & EVENTS

NEW MEMBERS

GULF BPG

Brand Owners



Service Providers





GULF BPG ATTENDS IP FORUM LAUNCHING INITIATIVES AS PART OF MOEC'S IP ECOSYSTEM PROJECT

06/01/2025

Gulf BPG delegate attended the IP Forum organized by the Ministry of Economy, which focused on the importance of intellectual property in driving innovation and academic excellence.

The event was held under the esteemed presence of H.E. Abdullah Al Saleh, Undersecretary of the Ministry of Economy, and H.E. Marwan Abdulaziz Janahi, Senior Vice President of Dubai Science. Both leaders delivered opening remarks emphasizing the UAE's commitment to intellectual property as a key pillar of its innovation-driven economy.

The forum also featured presentations on various IP Sector Initiatives, including launching the 'Patent Hive' initiative, designed to simplify patent registration, reduce costs, and encourage innovation.

The event highlighted the crucial role of public-private collaboration in achieving the initiative's goals and exploring ways to engage students, innovators, and research centers through customized incentives and partnerships.





GULF BPG PARTICIPATES IN GCC- CLDP/PTO ANTI-COUNTERFEITING WORKSHOP

15/01/2025

Gulf BPG, represented by Rima El-Achkar, IP Manager MEA at Louis Vuitton Middle East, participated in the GCC-CLDP/PTO Anti-Counterfeiting Workshop in Riyadh, Saudi Arabia. The workshop brought together experts to address counterfeiting challenges and explore solutions.

Rima joined the Industry panel moderated by Rasha H. Abdelmagid (USPTO), where they discussed key issues such as the importance of strong partnerships between brand owners and law enforcement, data sharing to combat counterfeiting, and successful customs collaborations leading to major counterfeit seizures.

Rima also highlighted the need for improved complaint systems, stronger enforcement in free zones, transparent procedures for the seizure and destruction of counterfeit goods and stricter penalties, including recycling initiatives for Gulf BPG.





GCC IP ADVISORY COUNCIL DELEGATION VISITS JAPAN FOR ANTI-COUNTERFEITING DISCUSSIONS

21-25/01/2025

A GCC delegation led by EIPA Chairman, H.E. Major General Dr. Abdulqudous Al Obaidli, participated in JETRO's IP Program in Tokyo, Japan. Representatives from Bahrain, Kuwait, Oman, and the Gulf BPG, represented by Chairman Malek Hannouf, joined the discussions on IPR protection with Japanese government agencies (Customs, Police, JPO), brand owners, and IP organizations (IIPPF, CODA and ACA).

The delegation visited the Anti-Counterfeiting Association (ACA), wherein Takeru Goto, CODA's Representative Director and ACA's Secretary General, shared insights on anti-counterfeiting efforts, piracy challenges, and educational initiatives. Delegates showed strong interest in CODA's Digital Content Monitoring Center and their Music copyright awareness programs.

A key highlight was an IP Seminar at JETRO Headquarters, where GCC associations presented their IP initiatives and best practices. The delegation also met with JETRO's Executive VP, Mr. Tomohiro Takashima, and engaged with Tokyo Customs, Police and the Japan Patent Office (JPO) to discuss IP enforcement strategies.

This program reinforced the importance of global collaboration in combating piracy and counterfeiting, along with setting the path for future cooperation in awareness-building and transnational enforcement efforts.





GULF BPG ATTENDS INTERNATIONAL CUSTOMS DAY CELEBRATION BY DUBAI CUSTOMS

27/01/2025

Dubai Customs marked World Customs Day 2025 under the theme “Committed to Efficiency, Security, and Prosperity” by unveiling its new digital platform ‘Shahin’, designed to track shipments and enhance trade security in partnership with key federal agencies.

The event also featured the signing of an MoU with the Dubai International Arbitration Centre to promote alternative dispute resolution in the logistics sector, aligning with the Dubai Economic Agenda (D33).

H.E. Sultan Ahmed bin Sulayem highlighted the role of comprehensive economic partnerships in strengthening supply chains and fostering sustainable growth, while H.E. Dr. Abdulla Busenad reaffirmed Dubai Customs’ commitment to advancing digital transformation and protecting trade.

Additional announcements included the “Seamless Inspections” initiative to cut customs processing times and the launch of a new unified contact number (800 1886) to streamline public communication.

Through these efforts, Dubai Customs continues to reinforce Dubai’s position as a global logistics and trade hub.

Gulf BPG delegate attended the celebration and showed support to the initiatives released.



LIVE GULF BPG GENERAL ASSEMBLY 2025

30/01/2025

The meeting started by the Chairman's opening remarks welcoming everyone. A detailed finance update was provided, before moving on to a review of 2024's key achievements.

A special presentation by HE Dr. Abdulrahman Al Muaini, Assistant Undersecretary for Intellectual Property at UAE MoE re InstaBlock project, was followed by discussions on the challenges faced over the past year and the proposed strategic direction for 2025. Updates on various ongoing projects and a review of social media progress were shared.

The meeting concluded with closing remarks, urging members to stay engaged and contribute actively to ensure the success of this year initiatives and events.





GULF BPG PARTICIPATES IN IP MASTERCLASS ON "TRADEMARK AND COPYRIGHTS LATEST DEVELOPMENTS" BY USJ

5/02/2025

Gulf BPG, represented by Chairman Malek Hannouf and Board Member Bassel ElTurk, contributed as panelists by sharing expert insights on the latest developments in trademark and copyright law. Their discussion spanned topics from strategic IP protection to complex cross-border legal challenges in the gaming industry.

The Masterclass was brought to life by Dr. Suzanne Mounir Abdallah, PhD—Assistant Professor at Saint Joseph University Dubai and Partner at OGH Legal—in collaboration with Gulf BPG, OGH Legal, and AIPPI - UAE.





GULF BPG AWARDED AT ABU DHABI CUSTOMS "PARTNERS FORUM 2025"

6/02/2025

Gulf BPG, represented by Chairman Malek Hannouf, has been honored by Abu Dhabi Customs during their Partners Forum 2025 held under the theme "Our Journey to the Future".

As part of the ceremony, our Chairman, Mr. Malek Hannouf, was featured in an exclusive video interview, spotlighting Gulf BPG's contributions to strengthening intellectual property (IP) protection in the UAE. Malek stated: "Abu Dhabi Customs is a strategic partner that plays a leading role in brand protection and the recycling of counterfeit materials."

This recognition reflects the strong and evolving partnership between Gulf BPG and Abu Dhabi Customs, and we look forward to working even more closely to advance shared goals in IP protection, capacity-building, and innovation.

[Interview link](#)





GULF BPG PARTICIPATES AND SPONSORS MOEC 'IP SPORT' INITIATIVE TO BOOST INNOVATION AND IP PROTECTION IN SPORTS.

15/02/2025

In line with UAE Innovates 2025, the Ministry of Economy, in collaboration with the Ministry of Sports, launched the IP Sport initiative under the slogan: "In the world of sport, we respect IP rights as we respect the rules of the game." The initiative aims to protect intellectual property (IP) in the sports sector, promote innovation, and create a secure environment for sports-related trademarks, technologies, and creative works.

The launch event brought together key partners, including the Brand Owners' Protection Group, Emirates Intellectual Property Association, AIPPI- UAE and other national stakeholders. H.E. Abdullah Al Saleh emphasized the initiative's role in integrating IP protections across vital sectors and supporting the UAE's innovation-driven economic vision. With over 370,000 trademarks and 6,000 patents registered to date, including nearly 2,000 in sports, the initiative further strengthens the UAE's global leadership in IP protection and sports innovation.

The event featured various sports activities, including padel, football, and tennis, aimed at promoting awareness of innovation in the sports sector. Gulf BPG member representatives demonstrated impressive athletic skills and actively enjoyed the games.





GULF BPG ATTENDS SUSTAINABLE PUBLISHING FORUM “TOWARDS INNOVATIVE & SUSTAINABLE PUBLISHING” BY MOEC

17/02/2025

A delegate from Gulf BPG attended the Sustainable Publishing Forum, organized by the Ministry of Economy in collaboration with the Sharjah Book Authority, under the theme “Towards Innovative and Sustainable Publishing.” The forum brought together key stakeholders from the publishing and creative industries to explore strategies for promoting sustainability within the publishing sector. Discussions focused on the sector’s evolving role in driving innovation, supporting environmental responsibility, and contributing to broader sustainable development goals.

The event marked as well ‘Unshor’ program which aims to provide a systematic process through which publishers can grow with the help of experienced professionals who are available to guide and help them to overcome the obstacles in their way.





MOEC HOSTS 'QITAF' EXHIBITION TO HIGHLIGHT UAE'S IP ACHIEVEMENTS AND BOOST INNOVATION.

18/02/2025

The Ministry of Economy hosted the 'Qitaf' exhibition at its Dubai HQ to highlight the UAE's achievements in intellectual property (IP) and boost collaboration among inventors, innovators, and entrepreneurs. Attended by top officials, including H.E. Abdulla bin Touq Al Marri - Minister of Economy, H.E. Lieutenant General Mohammed Ahmed Al Marri - Director General of the General Directorate of Residency and Foreigners Affairs in Dubai, H.E. Abdulla Al Saleh - Undersecretary of the Ministry, and H.E. Dr. Abdulrahman Al Muaini - Assistant Undersecretary for the Intellectual Property Sector at the Ministry of Economy. The event showcased the UAE's commitment to developing a robust IP ecosystem as part of its shift toward a knowledge-based economy.

Key highlights included the launch of 31 initiatives supporting innovation such as the Patent Incubator project and a Green IP roadmap. In 2024, trademark registrations rose by 89% and patent grants by 17.5%. The Ministry also reduced drastically patent registration timeframe from 44 to 20 months.

The exhibition featured Emirati-led innovations and two panel sessions on digital transformation in IP and global cooperation. Several public and private entities were honoured for their contributions to the UAE's IP growth, including Gulf BPG, represented by chairman Malek Hannouf.





GULF BPG PARTICIPATES IN THE MINISTRY OF ECONOMY'S BEYOND 71+ INITIATIVE & AIPPI UAE IP CLINIC

19/02/2025

Under the patronage of H.E. Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy, organized by the MoEC IP sector, AIPPI-UAE, and Gulf BPG, Gulf BPG, represented by Chairman Malek Hannouf, participated in the "Beyond 71+" initiative, launched by the UAE Ministry of Economy to empower local brands, promote innovation, and support global expansion.

The initiative provides entrepreneurs with resources, training, and access to markets, helping create a thriving ecosystem for business growth. Managed by a dedicated council, it collaborates with government and private entities to boost local brand visibility and competitiveness.





GULF BPG ATTENDS THE 1ST INTERNATIONAL COPYRIGHT CONFERENCE

19/02/2025

Gulf BPG was honored to attend the First International Copyright Conference, held under the esteemed patronage of Sheikha Bodour Al Qasimi at the Sharjah Research, Technology, and Innovation Park, organized by the Emirates Reprographic Rights Management Association (ERRA) in collaboration with the Ministry of Economy and the International Federation of Reproduction Rights Organisations (IFRRO).

The opening ceremony of the conference was attended by H.E. Abdullah bin Touq Al Marri, Minister of Economy of the UAE, and Majd Al Shehhi, Director of the ERRA. The conference marked a significant milestone as the first of its kind in the region. It brought together global experts and professionals in the field of copyright and intellectual property to discuss strategies for strengthening protection, raising awareness, and supporting innovation.

The Gulf BPG delegation was proud to be part of this important initiative, which closely aligns with our mission to support intellectual property rights and safeguard the interests of brand owners across the region.





GULF BPG ATTENDED NISSAN X MOEC ESCAPE ROOM ACTIVATION

20/02/2025

Gulf BPG attended the opening ceremony of The Escape Room Activation, which was organized by the UAE Ministry of Economy and Nissan Middle East.

In the presence of H.E. Abdulla Bin Touq Al Marri, Minister of Economy. The Ministry of Economy has entered into a strategic agreement with Nissan Middle East to enhance knowledge exchange and drive initiatives that support the protection of intellectual property (IP) rights. The agreement was signed by H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for the Intellectual Property Rights Sector, and Mr. Thierry Sabbagh, Vice President and Managing Director of Nissan Middle East.

H.E. Abdulla bin Touq Al Marri, Minister of Economy, emphasized that the UAE has established a robust ecosystem to protect intellectual property in line with global standards, laying the foundation for an innovation-driven economy. He noted that the agreement strengthens public-private collaboration and supports the goals of the Year of Community by fostering talent, skills, and creativity across society.

Gulf BPG is proud to have Nissan Middle East as a valued member and a representative on the group's board.





GULF BPG SIGNS THE INSTABLOCK AGREEMENT WITH MOEC

25/02/2025

H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for Intellectual Property Rights at the Ministry of Economy, inaugurated the InstaBlock Lab at Dubai Media City. The lab uses AI to instantly block websites that violate intellectual property rights, particularly unauthorized streaming sites, as part of the Ministry's new IP system.

In collaboration with TDRA, the initiative aims to strengthen IP enforcement, support the creative economy, and enhance the UAE's global standing in anti-piracy efforts. In 2024 alone, 4,557 infringing websites were blocked, up from 1,123 in 2023.

The launch event saw participation from public and private sector partners, including Gulf BPG, Dubai Media City, TDRA, LaLiga, and content platforms like OSN, Starzplay, Yango Play, and Abu Dhabi Media. Several MoUs were signed to boost coordination in protecting digital content, including Gulf BPG.

The InstaBlock Lab is a key step in building a secure digital environment and supports the UAE's We the UAE 2031 vision for a sustainable, innovation-driven economy.



LIVE GULF BPG TOOK PART IN THE 'AISHA CAMP' INITIATIVE.

22/02/2025

Gulf BPG members and their families took part in the 'Aisha Camp' initiative, organized by the MoEC in collaboration with Sharjah Police Headquarters & the Emirates Intellectual Property Association at Sharjah Police Desert Park, as part of UAE Innovation Month.

The event was attended by H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for the Intellectual Property Sector; H.E. Safeya Al Safi, Acting Assistant Undersecretary for the Commercial Control & Governance Sector; Brigadier General Ibrahim Musabah Al Ajel; and other senior officials.

Designed to promote Intellectual Property awareness & foster innovation, the camp featured interactive workshops, innovation-themed art activities, inspiring stories from inventors, & knowledge-based competitions. The event drew over 1,200 visitors, highlighting strong community engagement & support for creativity & innovation.

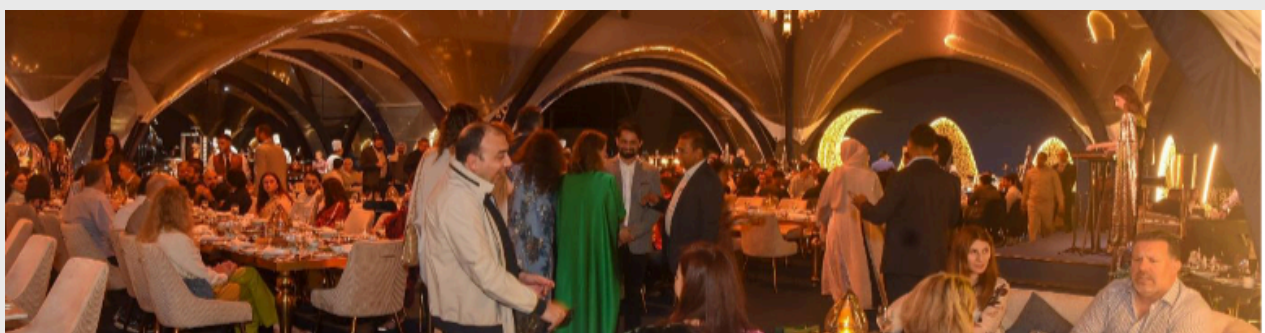


LIVE GULF BPG SUHOOR GATHERING: A NIGHT TO REMEMBER

13/03/2025

Gulf BPG hosted a memorable Ramadan Suhoor at the iconic Burj Al Arab, introducing the elegant Al Diwan Ramadan Tent for the first time.

Honored by the presence of H.E. Dr. Abdelrahman Hassan Almuaini, Assistant Undersecretary for IP sector at the Ministry of Economy, the event brought together members and distinguished guests from private and government IP associations. The evening was truly unforgettable, with engaging discussions, meaningful connections, and a welcoming atmosphere.



LIVE H.E. MINISTER OF ECONOMY VISITS INSTABLOCK LAB

17/03/2025

H.E. Abdulla bin Touq Al Marri, UAE Minister of Economy, visited the InstaBlock Lab at Dubai Media City — a pioneering facility designed to accelerate the blocking of websites infringing on intellectual property rights.

Gulf BPG took part in this milestone visit, represented by our Board Members Bassel El Turk, Rajae Lemfadli and Mehdi Al Rais . During the visit, Gulf BPG was honoured with a certificate of recognition for its continued contribution to IP protection efforts in the region.

This recognition reflects the strong partnership between the Ministry of Economy, industry stakeholders, and Gulf BPG in building a sustainable and innovation-driven IP ecosystem in





MOROCCAN INTELLECTUAL PROPERTY OFFICE DELEGATION VISIT TO UAE

07/04/2025

Gulf BPG, represented by Board Member Basel El-Turk, participated in a meeting with H. E. Dr. Abdelrahman Hassan Al Muaini, Assistant Undersecretary for the Intellectual Property Sector at the Ministry of Economy, along with the visiting delegation from the Moroccan Intellectual Property Office to the United Arab Emirates. During the meeting, H.E. Dr. Al Muaini presented the strategic development and forward-looking plans of the Ministry of Economy and the IP Office in the UAE. Mr. El-Turk spoke on behalf of the Brand Protection Group, highlighting its ongoing cooperation with the Ministry in areas such as legislation, policy-making, and broader initiatives aimed at strengthening intellectual property protection and enforcement frameworks.





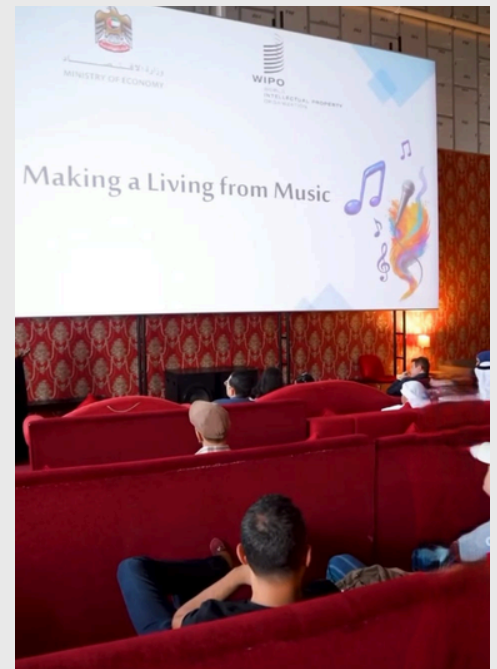
GULF BPG ATTENDS “MAKING A LIVING FROM MUSIC” WORKSHOP

23/04/2025

In collaboration with the World Intellectual Property Organization (WIPO) and the International Federation of the Phonographic Industry (IFPI), the UAE Ministry of Economy organized a workshop titled “Making a Living from Music” in line with the World IP Day celebration.

The workshop aimed to empower musicians, songwriters, and performers by providing practical insights into copyright and rights management, helping them transform their creativity into sustainable income. Participants learned how to manage their intellectual property, identify income streams, and maximize the value of their artistic work in the digital age.

Gulf BPG was pleased to attend this initiative, reinforcing its commitment to supporting creative industries and promoting intellectual property awareness across diverse sectors.



LIVE FASHION LAW CONFERENCE IN KUWAIT

28/04/2025

Gulf BPG represented by board member Rima El Achkar participated as a speaker in the first-ever Fashion Law Conference, organized by Advocates Group Academy in collaboration with YFLG – Al-Yaqout & Al-Fouzan Legal Group and LexisNexis Middle East. She highlighted strategic best practices to combat counterfeiting and protect international fashion brands in the region.

The event brought together legal experts, designers, and policymakers to address key challenges in the fashion industry, including intellectual property, licensing, and commercial enforcement.

Aimed at shaping a unified Fashion Law for GCC countries, the conference marked a pioneering step toward building legal structures that protect innovation, support industry growth, and ensure fair competition in the Gulf.





GULF BPG PARTICIPATES IN WORLD IP DAY ACTIVITIES ORGANIZED BY EIPA

28/04/2025

Gulf BPG, represented by Board Member Bassel El Turk, participated in an event organized by the Emirates Intellectual Property Association (EIPA) in collaboration with its partners to celebrate World IP Day.

The dialogue session, titled "Intellectual Property and Innovation in the Age of Modern Technology: Towards an Urban Environment that Celebrates Creativity and Protects Creators", focused on the role of intellectual property in fostering technological innovation and safeguarding the rights of creators within a dynamic urban environment.

Bassel highlighted how modern technology has revolutionized music creation, distribution, and consumption, empowering artists to reach global audiences instantly. However, he emphasized that this digital transformation also brings new challenges—particularly in protecting creators' rights amidst online piracy, unauthorized streaming, and the use of AI-generated content.

He stressed the importance of strong IP frameworks and collaborative efforts among artists, policymakers, and enforcement authorities to build an urban ecosystem that values creativity, respects originality, and ensures fair compensation for creators.





GULF BPG SPONSORS AND PARTICIPATES IN THE 2025 IP MOOT COURT PROJECT

29/04/2025

Under the patronage of the Ministry of Economy, Gulf BPG partnered & sponsored this year's IP Moot Court Project, organized by Saint Joseph University (USJ) Dubai through its Engagement and Outreach Committee, and co-sponsored by OBWB, a valued member of Gulf BPG.

This initiative offers high school students a practical courtroom experience, allowing them to assume roles such as lawyers, judges, and parties, while developing essential skills in critical thinking, argumentation, and public speaking.

The first session took place at the School of Modern Skills, where the USJ – Dubai team & the Gulf BPG team focused on brand protection & consumer rights, helping students understand the vital role of intellectual property in fostering innovation & creativity.

The session featured the participation of Ms. Sara Dahmani, Intellectual Property Consultant at the French Embassy. It was led by USJ Law students with the support of Gulf BPG board members, including Motasem AG, General Manager, Middle East Region IP Practice & Global Manager, Trademark Practice at Osha BWB IP, & Hamad Abdallah, Senior Legal Consultant, Head of Dispute Resolution – ME at Rouse & Co. International.

Together, the project aims to inspire youth, promote legal awareness, & cultivate a generation that values & protects intellectual property.





GULF BPG PARTICIPATES IN WORLD IP DAY ACTIVITIES ORGANIZED BY EIPA

30/04/2025

In line with the World IP Day celebrations and as part of its ongoing collaboration with EIPA, Gulf BPG, represented by Board Member Moutaz Al Abdallat, participated in the dialogue session titled “Intellectual Property and the Creative Economy in the Age of Innovation and Advanced Technology.”

The event, organized by the Emirates Intellectual Property Association (EIPA) in collaboration with AjmanX Centre – Innovations and Accelerators Center, brought together key experts, government representatives, and IP professionals to discuss the evolving role of intellectual property in supporting creativity, innovation, and economic growth.

The engaging discussion highlighted how IP protection drives the creative economy and strengthens the innovation ecosystem in the UAE. The session concluded with an honoring ceremony recognizing the speakers for their contributions to advancing IP awareness.



LIVE GULF BPG AT THE CENTENARY FORUM ON IP LAW IN LEBANON

30/04/2025

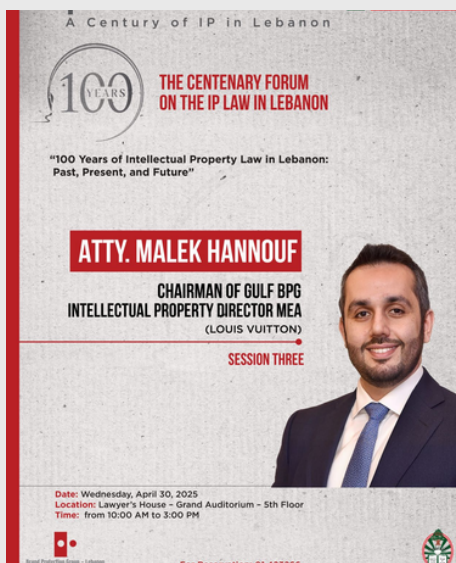
Gulf BPG, represented by Chairman Malek Hannouf, participated in “The Centenary Forum on the IP Law in Lebanon” held in Beirut.

The forum, organized under the theme “100 Years of Intellectual Property Law in Lebanon: Past, Present, and Future,” celebrated a century of IP legislation and its role in shaping Lebanon’s innovation and creative economy.

Malek Hannouf delivered an insightful presentation on Intellectual Property in the Digital Age and Artificial Intelligence, exploring how emerging technologies are reshaping the way IP is created, protected, and enforced. He emphasized the growing challenges and opportunities that AI brings to brand protection, creativity, and ownership rights.

He also shared Gulf BPG’s regional experience in advancing IP enforcement, promoting collaboration between authorities and brand owners, and fostering awareness about IP rights in a technology-driven world.

The event gathered prominent IP professionals, government officials, and legal experts to discuss the evolution of IP law and its future direction in supporting innovation, digital transformation, and economic growth in Lebanon and beyond.





TRAINING PROGRAMS AND WEBINARS



F2F TRAINING SESSION FOR DUBAI CUSTOMS - WORKSHOP NO. 128

28/01/2025

Brands: **LV, Rimowa, Berluti, Danfoss, Beiersdorf & Syngeta**





GULF BPG LAUNCHES 2025 TRAINING SESSIONS FOR KSA AUTHORITIES WITH SUCCESSFUL WORKSHOP IN JEDDAH

05-06/02/2025

In collaboration with Saudi Customs, Gulf BPG organized a two-day, in-person training session in Jeddah—marking the first training of 2025, with additional sessions planned across various cities throughout the year.

The event opened with a warm welcome from Gulf BPG representatives. Over the course of two days, participants engaged in a series of brand authentication presentations delivered by representatives from various brand owners. The sessions included hands-on training with physical product samples to enhance practical learning.

Brands: **LV, Rimowa, Berluti, Mobis Parts Middle East FZE, Adidas, Luxottica, Gucci, Apple, Puma, Ferrero, Lacoste, Gant, Beiersdorf, Burberry, Kenvue, Philip Morris International, Michael Kors, Versace, Jimmy Choo, Van Cleef & Arpels, Richemont Watches, Ralph Lauren, Montblanc, Cartier, Hermès, Dell, Tommy Hilfiger, and Calvin Klein.**





F2F TRAINING SESSION FOR AD DED INSPECTORS

13/02/2025

Brands: **LV, RIMOWA, Berluti & Unilever**





F2F TRAINING SESSION FOR OMAN MOCI, OMAN CUSTOMS, OMAN ASSOCIATION FOR CONSUMER PROTECTION

26/02/2025

Gulf BPG organized a face-to-face workshop in collaboration with key Omani authorities, including the Ministry of Commerce, Industry and Investment Promotion, the Consumer Protection Authority, and Customs.

The event opened with a warm welcome from Gulf BPG Board Member Bassel El Turk, who emphasized the importance of public-private sector cooperation in strengthening intellectual property (IP) protection. He expressed appreciation to the participating departments for their commitment to advancing IP enforcement in Oman.

Mr. Ahmad bin Saif bin Said Al-Sheedi, Head of the Industrial Inspection Department, delivered remarks on behalf of Mr. Imad bin Khamis bin Saeed Al-Shukaili, Director General of Standards and Metrology, thanking Gulf BPG for its continued collaboration and highlighting the significance of united efforts between the public and private sectors.

Following the opening, Bassel El Turk led a comprehensive legal presentation covering IP fundamentals, counterfeiting threats, and the challenges facing both brands and consumers. Topics included imitation products, unfair competition, smuggling, the effects of parallel imports on local trade and revenue, and international judicial rulings.

The workshop featured expert-led presentations from various brands, followed by interactive sessions where delegates visited booths showcasing authentication methods. These hands-on demonstrations helped participants learn how to identify counterfeit versus genuine products.

In recognition of outstanding cooperation, Gulf BPG presented appreciation awards to the Omani authorities, celebrating their continued efforts and support in protecting intellectual property rights.

The event concluded with Mr. Imad bin Khamis bin Saeed Al-Shukaili presenting an award to Gulf BPG, acknowledging its valuable contribution to IP enforcement and capacity-building initiatives in the Sultanate.



F2F TRAINING SESSION FOR OMAN MOCI, OMAN CUSTOMS, OMAN ASSOCIATION FOR CONSUMER PROTECTION

26/02/2025

Brands: **Apple, Louis Vuitton, RIMOWA, Berluti, MOBIS, Danfoss, Syngenta, WD-40, JTI/PMI (Tobacco), & Unilever**





F2F TRAINING SESSION FOR NORTHERN UAE AUTHORITIES

15-16/04/2025

Gulf BPG held a face-to-face workshop in collaboration with authorities from the Northern Emirates, including Customs, Economic Departments (DED), and Police from Ras Al Khaimah, Ajman, and Umm Al Quwain.

The event commenced with opening remarks from Gulf BPG Chairman Malek Hannouf, who highlighted the vital role of public-private partnerships in enhancing intellectual property (IP) protection. He also expressed gratitude to the participating government departments for their dedication to strengthening IP enforcement across the region.

Mr. Hannouf led the first session with an in-depth legal presentation covering the foundations of IP, the growing threat of counterfeiting, and the shared challenges faced by both brands and consumers. Key topics included imitation products, unfair competition, smuggling, the impact of parallel imports on local markets, and relevant international legal precedents.

The workshop featured expert presentations from participating brand representatives, followed by interactive sessions where attendees engaged directly with brand booths. These hands-on demonstrations focused on product authentication techniques and trained participants to distinguish between genuine and counterfeit items.





F2F TRAINING SESSION FOR NORTHERN UAE AUTHORITIES

15-16/04/2025

The workshop was highly interactive and well-received, drawing strong engagement from all stakeholders and reinforcing the importance of collaborative efforts in combating IP violations.

Brands: **LV, Rimowa, Berluti, Mobis, HP, Unilever, WD-40, Huawei, Lacoste, JTI, Richemont, Cartier, Montblanc, VCA, Danfoss, Apple, Puma, Luxottica, Caterpillar, Messika, Total, & Checko**



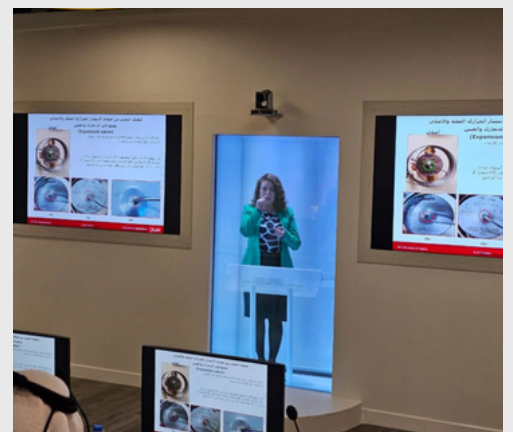
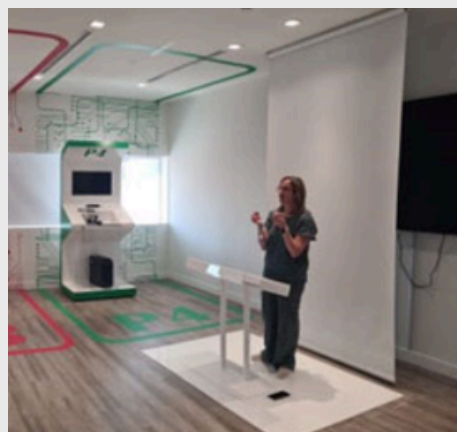
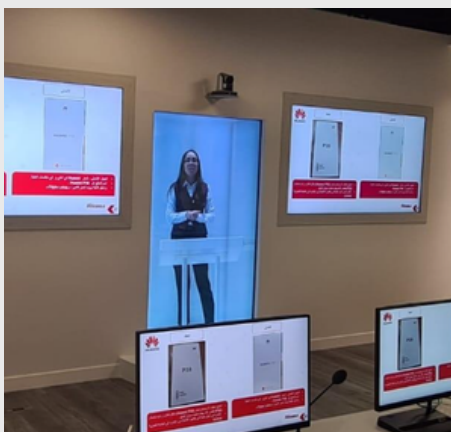


F2F TRAINING SESSION FOR AD CUSTOMS

22/04/2025

For the first time, Gulf BPG took part in a face-to-face training session at Abu Dhabi Customs, introducing Hologram Technology across three locations simultaneously: Abu Dhabi, Al Ain, and Ghuwaifat. The training was delivered to port inspectors from five ports, marking a valuable experience and an important step forward in enhancing the Abu Dhabi Customs Training Program.

Brands: **Danfoss, Unilever, Gant, Lacoste, & Huawei**





F2F TRAINING SESSION FOR AD DED

24/04/2025

Brands: **Kenvue, Lacoste, & Gant**





F2F TRAINING SESSION FOR DUBAI CUSTOMS INSPECTORS - WORLD IP DAY

29/04/2025

In line with the World IP Day celebrations and in cooperation with Dubai Customs, Gulf BPG conducted an in-person training session for Dubai Customs inspectors, emphasizing the importance of trademark protection and the vital role customs authorities play in enforcing it.

Several brands participated in the session, delivering authentication training on their products to enhance inspectors' ability to identify and prevent counterfeit goods

Brands: **Kenvue, Eli Lilly, Lacoste. Mobis, Gant & JTI**





ONLINE TRAINING SESSIONS

Online Session for AD DED

16/01/2025

Brands

TOMMY HILFIGER, CALVIN KLEIN, & LULULEMON

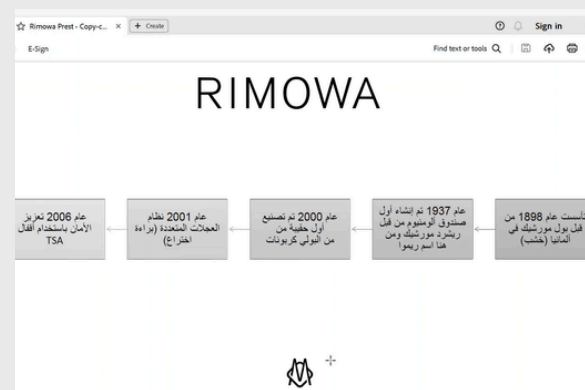


Online Session for AD Customs

21/01/2025

Brands

LV, RIMOWA BERLUTI





ONLINE TRAINING SESSIONS

Online Session for Dubai Customs

11/02/2025

Brands

UNILEVER, PMI & MESSIKA





WEBINAR

Employee creations: Who owns the IP rights?

26/03//2025

Gulf BPG, in collaboration with the UAE Ministry of Economy, Economic Service – French Embassy in UAE; French National Institute for Industrial Property (INPI) – France, AIPPI-UAE, Emirates IP Association (EIPA), hosted their first Intellectual Property webinar in 2025. The session brought together experts to discuss thoroughly one of the most debated IP topics: The ownership of intellectual property creations by employees.

Key Insights from France and Europe

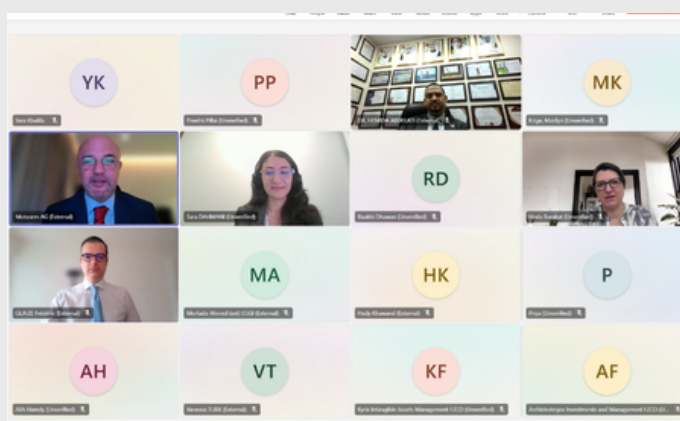
Mr Frédéric Glaize (Plasseraud IP, France) explained that, under French and EU law, copyright generally belongs to the creator, with important exceptions for software developed under employment duties. Design rights in the EU are typically vested in the employer, and France is aligning its national law accordingly. For patents, he outlined three categories:

- Mission inventions: directly linked to employees’ duties, owned by the employer.
- Attributable non-mission inventions: created using company resources; the employer may claim ownership, but additional remuneration is due to the inventor.
- Personal inventions: created outside work and without company resources, owned by the employee.

Key Insights from the UAE

Dr. Hemida Abdelati (Axiom Mark IP, UAE) highlighted that in the UAE and many Middle Eastern countries, the general rule is that economic rights belong to the employer if creations are made during employment or using company resources. However, moral rights (authorship) always remain with the employee. He emphasized the decisive role of employment contracts, NDAs, and assignment agreements, noting that the UAE Patent Office accepts an employment contract as a substitute for an assignment deed in filings, reflecting the presumption that employee inventions transfer to the employer.

Practical Recommendations



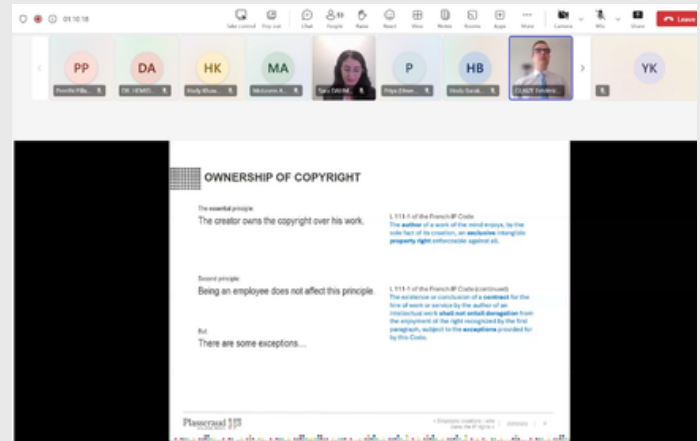
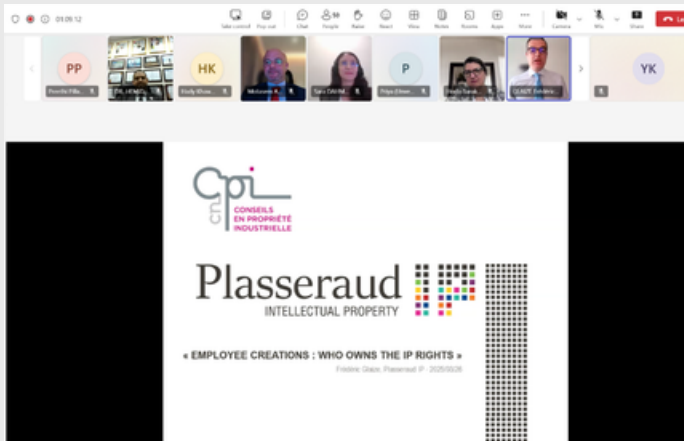
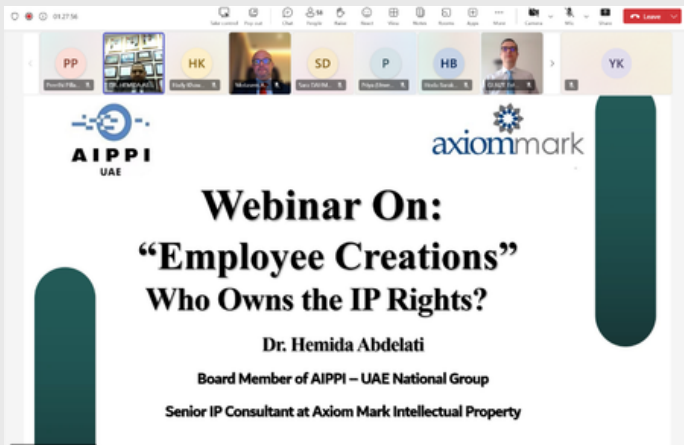


WEBINAR

Employee creations: Who owns the IP rights?

26/03//2025

Both speakers stressed that clear, precise contracts are essential to avoid disputes. Employers should establish IP policies, educate employees, and review agreements regularly. Employees, on the other hand, should carefully review contract clauses, keep detailed records of their creations, and seek expert advice before signing agreements. This engaging session concluded with a strong message: proactive contracting and documentation are the key to balancing creativity and business protection in today’s innovation-driven economy.





ARTICLES & SOCIAL MEDIA COVERAGE

IP Articles



الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property

Conciliation Service

— for Resolving Intellectual Property (IP) Disputes —

HOME / UAE / ENVIRONMENT

UAE: Fake, confiscated goods to be recycled and rebranded at Dubai factory

Residents are also encouraged to donate their pre-loved wearable fabrics

Published: Mon 9 Dec 2024, 5:12 PM | Updated: Wed 11 Dec 2024, 5:09 PM

By: Nandini Sircar

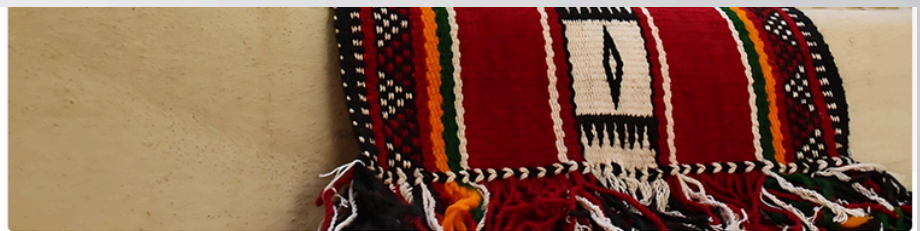
Share: 

How the UAE Agency Law Aids in IP Protection

Published: February 5, 2025



Amira Fayad
Seddiqi Holding
Dubai, United Arab
Emirates

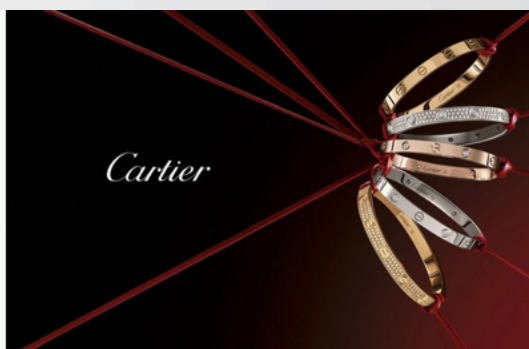


How Al Sadu Society is weaving IP into the promotion of traditional

LAW

Cartier Wins Trademark Battle Over “LOVE” Bracelet in Paris Court

On the back of a string of successful enforcement actions in France and beyond, Cartier has landed another win in its enduring bid to crack down on copycat versions of its coveted Love bracelet and corresponding branding. In a decision issued on Wednesday, as first reported by ...



IP Articles

LAW


Court Sides With Louis Vuitton in Van Cleef & Arpels Jewelry Fight

The latest round of a high-stakes clash between Louis Vuitton and Van Cleef & Arpels over their respective jewelry collections brought a win for Louis Vuitton. In a decision on March 5, the French Court of Cassation's Commercial, Financial, and Economic ...




How AI is transforming music discovery and production in Saudi Arabia

JASMINE BAGER & HAJAR ALQUSAYER
20 March 2025



How to protect your IP from Trump's tariffs

◆ This title was summarized by AI from the post below.

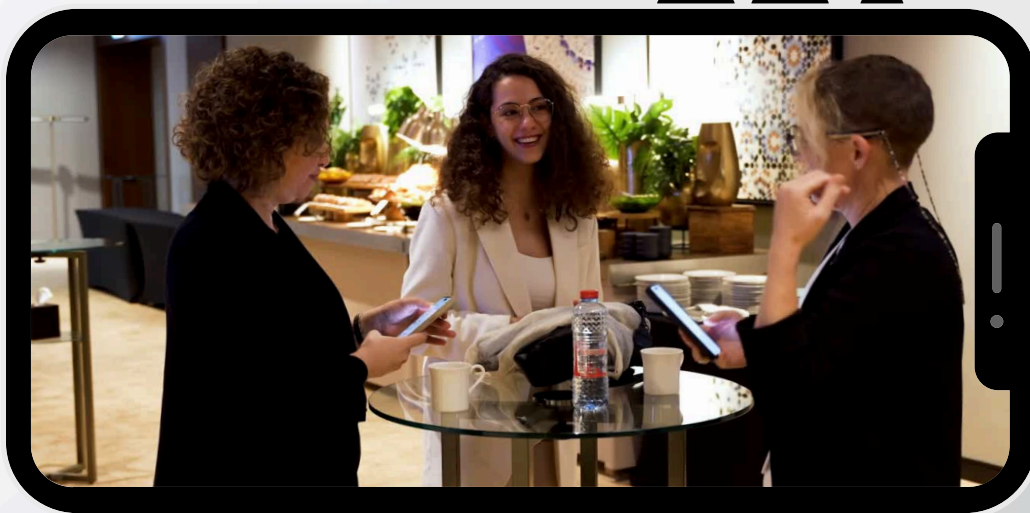
 **Bassel El Turk**
Managing Partner MEA at Rouse - Principal
7mo

The Hidden Threat to Africa Middle East's Food Security: Illicit Pesticides

□ / Blog / Positions / The Hidden Threat to Africa Middle East's Food Security: Illicit Pesticides

Social Media Coverage

General Assembly Meeting



Ramadan Suhour



Thank you!

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