

GULF BPG NEWSLETTER

Third Edition - 2025



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- Gulf BPG Participates in The Fourth Arab Conference on IP, themed "Protecting IP Rights in the Era of Digital Technologies" (23 & 24/9/2025)
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SUMMARY

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NEWS & EVENTS

NEW MEMBERS

GULF BPG

Brand Owners

EPSON®

HUGO BOSS

Dolce & Gabbana



Service Providers



React



GULF BPG PARTICIPATES IN THE REGIONAL CONFERENCE ON INTELLECTUAL PROPERTY ENFORCEMENT PRACTICES

8 -10/09/2025

Gulf BPG represented by its Chairman Malek Hannouf, participated in the Regional Conference on Intellectual Property Enforcement Practices, held in Riyadh from 8 to 10 September 2025.

The conference was organized by the Saudi Authority for Intellectual Property (SAIP) in cooperation with the General Secretariat of the Gulf Cooperation Council (GCC), and in strategic partnership with the Japan Patent Office (JPO) and the United States Patent and Trademark Office (USPTO), with participation from the World Intellectual Property Organization (WIPO) and several national and regional IP associations.

The event was inaugurated by H.E. Dr. Abdulaziz bin Mohammed Al-Swailem, CEO of SAIP, and H.E. Mr. Ahmed bin Nasser Al-Murshidi, Director General of the Patent Office at the GCC Secretariat, in the presence of senior officials, global IP experts, and enforcement specialists from GCC countries, Arab states, and international jurisdictions.

المؤتمر الإقليمي لممارسات إنفاذ الملكية الفكرية 2025

من جلسة استراتيجيات حماية العلامات التجارية:

- الهيئة السعودية للملكية الفكرية تشكل مثالاً رائداً للربط بين أجهزة إنفاذ الملكية الفكرية التي يرفع فاعلية المنظومة بأكملها.
- يشكل النمو السريع للثلاثية التجارية الإلكترونية تحدياً كبيراً، مما يستدعي تطوير أدوات رقابية وتنفيذية سريعة ودقيقة للتصدي للفرصة.
- أصبحت حوكمة الإنترنت والتعاون بين القطاعات الحكومية والخاصة ضرورة ملحة لإنفاذ الملكية الفكرية وخلق توازن بين حماية الإبداع وتحفيز الابتكار.
- تمثل التقنيات مثل الذكاء الاصطناعي سبيلًا ذا حدين، وتوظيفها في التحقيقات الرقمية وإدارة البيانات يعد عاملاً حاسماً لكشف الانتهاكات مبكراً وتحليلها.
- يحقق الإنفاذ الفعال استقراراً اقتصادياً يعزز سمعة السوق المحلية، ويمكن تحقيقه من خلال التعاون مع الجهات الحكومية لتعظيم هذه القيمة وخلق بيئة آمنة للإبداع.





GULF BPG PARTICIPATES IN THE REGIONAL CONFERENCE ON INTELLECTUAL PROPERTY ENFORCEMENT PRACTICES

8 -10/09/2025

Through panel discussions and specialized workshops, the conference examined key issues related to intellectual property enforcement, including emerging trends in inspection and investigation, combating IP infringements in the digital environment, strengthening judicial and customs cooperation, and building technical capacities for inspectors and enforcement authorities across the region.

As part of the conference program, the Trademark Protection Strategies session highlighted the most prominent challenges and practical solutions in IP enforcement, particularly in light of rapid technological advancements and evolving infringement methods.

Gulf BPG's participation reflects its continued commitment to supporting regional and international initiatives to improve IP enforcement practices and foster collaboration among authorities, rights holders, and global IP institutions.





GULF BPG ATTENDS WORKSHOP ON "STRENGTHENING EFFORTS TO STOP ONLINE PIRACY"

12/09/2025

Gulf BPG delegate attended the "Strengthening Efforts to Stop Online Piracy" workshop organised by the UAE Ministry of Economy & Tourism (MoET) in collaboration with Dubai Media City. The session brought together senior officials, industry leaders, enforcement specialists, and private-sector partners to address the growing challenge of online piracy in the digital age.

The workshop was formally opened by H.E. Dr. Abdelrahman Almuaini, Assistant Undersecretary of the MoET, alongside remarks from Mr. Majed Al Suwaidi, Senior Vice President of Dubai Media City, and Javier Tebas Medrano, President of La Liga — underscoring the importance of public-private collaboration in countering digital IP infringements.

A panel discussion featured representatives from the MoET, Telecommunications and Digital Government Regulatory Authority (TDRA), and major media and streaming service partners, offering insights on practical enforcement measures and initiatives like InstaBlock, which enhances the UAE's capacity to identify and block infringing online content





GULF BPG PARTICIPATES IN THE 4TH ARAB CONFERENCE ON IP

23 & 24/09/2025

Under the patronage of HH. Sheikh Sultan bin Ahmed Al Qasimi, Deputy Ruler of Sharjah and President of the University of Sharjah, launched the Fourth Arab Conference on Intellectual Property at the University of Sharjah under the theme “Protecting Intellectual Property Rights in the Era of Digital Technologies.” The conference — organised by the Intellectual Property Association (EIPA), the Arab Administrative Development Organisation, and the Egyptian Japanese University of Science and Technology — brought together IP experts, policymakers, and innovators to address the latest challenges and opportunities in digital and AI-driven environments.

Gulf BPG, represented by Chairman Malek Hannouf, participated in a panel discussion and shared insights on enforcement strategies, cross-border cooperation, and the pivotal role of IP protection in advancing regional innovation ecosystems. The conference explored key topics, including legal adaptations to digital advancements, AI’s impact on IP rights protection, challenges in the virtual environment, and the importance of unified legislative frameworks. Experts also highlighted the role of education and awareness-raising in building resilient IP systems for the future





ADVANCING IP ENFORCEMENT CAPABILITIES: GULF BPG AT EIPA CAPACITY-BUILDING PROGRAM

8/10/2025

Gulf BPG participated in the Capacity-Building Program on Enhancing the Impact of Intellectual Property Rights Enforcement, organized by EIPA in cooperation with the World Intellectual Property Organization (WIPO) and Dubai Courts.

Gulf BPG was represented by its Chairman, Malek Hannouf, and Board Member, Bassel El Turk, reaffirming the Group's strong commitment to supporting enforcement authorities and strengthening public-private collaboration in the field of intellectual property protection.

The program aimed to enhance enforcement capabilities, improve the effective implementation of IP rights, and reinforce cooperation between rights holders and law enforcement entities. As part of the agenda, Gulf BPG representatives delivered an advanced training session to UAE police authorities. Covering intellectual property protection, the impact of artificial intelligence, and evolving copyright challenges, among other key topics.





GULF BPG HONORED AS STRATEGIC PARTNER AT NATIONAL IP ENFORCEMENT CAPACITY-BUILDING

9/10/2025

Gulf BPG was recognised and honored as a Strategic Partner for its significant contributions to strengthening the United Arab Emirates' intellectual property protection ecosystem during the Capacity-Building Program on Enhancing the Impact of IP Rights Enforcement, held at the Dubai Police Officers Club in October 2025.

The program, organised under the umbrella of national efforts to build enforcement capabilities in intellectual property law, brought together representatives from police, enforcement agencies, government entities, and private sector partners. During the graduation ceremony of the capacity-building initiative — attended by senior leadership, including HE Lieutenant General Dhahi Khalfan Tamim, Vice President of Police and Public Security in Dubai — Strategic Partners supporting the initiative were formally acknowledged for their role in advancing IP enforcement and awareness across the UAE.





GULF BPG HONORED AS STRATEGIC PARTNER AT NATIONAL IP ENFORCEMENT CAPACITY-BUILDING

9/10/2025

Gulf BPG's recognition reflects its ongoing commitment to collaborating across public and private sectors to develop practical training, share expertise, and reinforce the implementation of effective IP control measures — all aligned with the UAE's vision to support a knowledge-based economy and robust marketplace.

The programme also celebrated the graduation of 47 participants from the national IP enforcement capacity-building course, representing various police, government, and private institutions — underscoring the strategic impact of such collaborations in strengthening national enforcement competencies.





WHERE IP ENFORCEMENT MEETS SUSTAINABILITY: PROJECT ZERO

15/10/2025

Gulf BPG signed an MoU with Dubai Customs to strengthen cooperation on intellectual property protection and support Project Zero, an innovative initiative to eliminate counterfeit trade through sustainability-driven solutions.

The MoU was signed by Mansoor Al Malik, Executive Director for Policies and Legislation at Dubai Customs, and Malek Hannouf, Chairman of Gulf BPG, establishing a framework for collaboration, knowledge exchange, and joint efforts to combat counterfeiting while advancing environmental and social objectives.

Project Zero focuses on zero-waste recycling of seized counterfeit goods. The initiative began with ready-to-wear (RTW) items being fully shredded and transformed into new, unbranded clothing, ensuring counterfeit products are removed from circulation. These newly produced items are then distributed for charitable purposes, aligning the project with both ESG principles and CSR objectives. The project is set to expand to plastics in its next phase, further reinforcing its environmental impact.

This partnership reflects a shared commitment to protecting intellectual property, promoting sustainability, and supporting community welfare, positioning Dubai as a global model for innovative, responsible, and circular approaches to IP enforcement.





Gulf BPG on Air: Discussing the Counterfeiting War on Al-Arraab Podcast

15/10/2025

Malek Hannouf, Chairman of the Brand Owners Protection Group, appeared as a guest on a new episode of the podcast “Al-Arraab.” The episode, titled “The Counterfeiting War: The Battle to Enforce and Protect Intellectual Property Rights Against Infringement.”

During the discussion, Mr. Hannouf shared insights on the growing challenges of counterfeiting, the importance of effective intellectual property enforcement, and the role of collaboration between brand owners, authorities, and stakeholders in protecting rights and safeguarding markets. The episode shed light on current enforcement realities and the evolving landscape of IP protection in the region.

[Episode Link](#)

انتظرونا في حلقة جديدة من بودكاست «العراب»

صوت التجزء والأوبه

يعنوان:
«حرب التقليد: معركة إنفاذ حقوق الملكية الفكرية وحمايتها ضد التعدي»

ضيف الحلقة:
السيد/ مالك حنوف
رئيس مجلس إدارة مجلس أصحاب العلامات التجارية
مدير الملكية الفكرية في الشرق الأوسط وأفريقيا لدى شركة لوبس فيتون
عضو مجلس إدارة الرابطة الدولية لحماية الملكية الفكرية فرع الإمارات
(AIPPI-UAE)

يقدم الحلقة:
د. حميده عبدالعاطي العيايدي
مدير عمليات ومستشار ومحاضر ومدرب الملكية الفكرية بدولة الإمارات
العربية المتحدة ودول مجلس التعاون الخليجي والشرق الأوسط
عضو مجلس إدارة الرابطة الدولية لحماية الملكية الفكرية فرع الإمارات
(AIPPI-UAE)

15/10/2025

يوم الأربعاء

الساعة ٧ مساء بتوقيت القاهرة - ٨ مساء بتوقيت دبي

LIVE Gulf BPG Signs Statement of Intent to Strengthen the UAE's IP Ecosystem

13/11/2025

The Ministry of Economy and Tourism IP Sector organized the Third Intellectual Property Forum, bringing together key stakeholders from government, private, and academic sectors to strengthen collaboration across the UAE's intellectual property (IP) ecosystem. The forum was held in the presence of Abdulla bin Touq Al Marri, Minister of Economy and Tourism, and Abdullah Ahmed Al Saleh, Undersecretary of the Ministry, and was attended by representatives from government, private sector, academic institutions, and organizations active in the protection and management of IP rights across various sectors.

A key highlight of the forum was the signing of a Joint Statement of Intent between the Ministry and eight organizations active in IP protection and innovation, including the Gulf BPG. The agreement aims to strengthen institutional cooperation, enhance IP awareness and protection, and support innovation and creativity across the UAE through sustainable and collaborative partnerships.

Gulf BPG's participation and signing of the Statement of Intent underscore its ongoing commitment to supporting national IP initiatives and working closely with government entities and stakeholders to promote a strong and resilient IP environment. The forum also featured discussions on global best practices and future opportunities for advancing the UAE's IP ecosystem, reinforcing the role of intellectual property as a key driver of innovation, competitiveness, and sustainable economic growth.





Cycling for Community Well-Being: Gulf BPG at MoET's Dubai Fitness Challenge Event

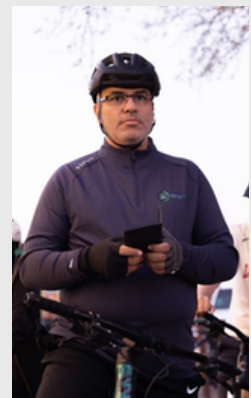
15/11/2025

Gulf BPG participated in a cycling event organized by the Ministry of Economy and Tourism IP Sector and the Youth Council, as part of the Dubai Fitness Challenge (30×30), held at Mushrif National Park.

The event took place in the presence of Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy and Tourism, alongside strategic partners and representatives from various sectors.

Gulf BPG's participation reflects its continued support for national initiatives that promote community engagement, well-being, and sustainable lifestyles, while reinforcing its commitment to collaborating with government entities to advance societal benefits beyond intellectual property protection.

The initiative aligns with the Ministry's broader efforts to encourage sports and physical activity as part of a healthy, sustainable way of life, in line with Dubai's vision to foster an active, engaged community.





Gulf BPG at the International Conference on Creativity & Innovation

17/11/2025

Gulf BPG attended the opening ceremony of the International Conference on Creativity & Innovation (ICCI), hosted by United Arab Emirates University (UAEU). This flagship two-day event (17–18 Nov 2025) was held in collaboration with the Ministry of Economy & Tourism, under the patronage and presence of H.E. Zaki Anwar Nusseibeh, Cultural Advisor to the UAE President and Chancellor of UAEU.

Following the opening address by H.E. Zaki Anwar Nusseibeh, H.E. Dr. Abdulrahman Hassan Al Muaini, Assistant Undersecretary for the Intellectual Property Rights Sector at the Ministry of Economy and Tourism, delivered the opening keynote speech, emphasizing the vital role of innovation and intellectual property in advancing the knowledge-based economy. He also underscored the Ministry's efforts to foster a supportive IP ecosystem that empowers youth and innovators, while emphasizing the importance of artificial intelligence and international partnerships in driving a more competitive and innovative future.





Gulf BPG at the International Conference on Creativity & Innovation

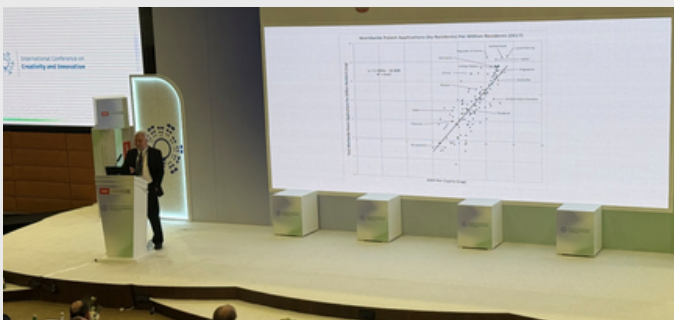
17/11/2025

The conference brought together leading academics, innovation experts, IP professionals, policymakers and entrepreneurs from around the world to explore how research drives creativity, technological advancement, intellectual property (IP), and sustainable societal impact. Participants engaged in keynote speeches, expert panels, and sessions on topics spanning AI, IP commercialization, cross-border innovation, entrepreneurial education, and collaborative research ecosystems.

Key highlights include:

- A premier forum dedicated to translating academic research into market-ready innovations and strengthening global competitiveness.
- Participation of 20 internationally renowned speakers from leading universities, research institutions, and global IP organizations.
- Conference agenda themes include AI & IP ethics, pathways from research to market impact, and building collaborative innovation ecosystems.

Gulf BPG's presence underscored its commitment to advancing innovation, intellectual property awareness, and cross-sector partnerships within the UAE.





Gulf BPG at the 14th Regional IP Crime Conference

19/11/2025

Under the patronage and in the presence of HE Lt.Gen. Dhahi Khalfan Tamim, Deputy Chief of Police and Public Security in Dubai, the 14th Regional Conference on Combating Intellectual Property Crimes in the Middle East and North Africa was held on 19 November 2025 at the Dubai Police Officers Club, organized by Emirates Intellectual Property Association (EIPA) and INTERPOL, in cooperation with the Ministry of Interior, Ministry of Economy & Tourism, Dubai Police, Dubai Customs and Gulf BPG, reaffirming the UAE's strong commitment to protecting creators' rights and strengthening the intellectual property (IP) enforcement ecosystem.

The conference brought together a wide range of local, regional, and international stakeholders, including representatives from federal and local ministries, police and customs authorities, judicial bodies, INTERPOL, Gulf IP offices, Arab and regional organizations, and global companies specializing in IP protection. It served as a unified platform for sharing best practices and enhancing cooperation to combat IP crimes across physical and digital environments.

Gulf BPG participated as a Strategic Partner and member of the Organizing Committee, reflecting its active support for regional anti-counterfeiting and IP enforcement efforts. Gulf BPG also maintained a dedicated booth, which served as an awareness and engagement platform to showcase its initiatives and strengthen public-private collaboration. In recognition of its continued contributions, Gulf BPG was formally awarded during the conference for its efforts in supporting IP protection and enforcement initiatives in the region.





Gulf BPG at the 14th Regional IP Crime Conference

19/11/2025

Malek Hannouf, Chairman of Gulf BPG, participated as a panellist in the second session titled “Artificial Intelligence and Emerging Technologies in Combating Intellectual Property Crimes.” The session highlighted the role of AI and advanced technologies in enhancing enforcement capabilities and protecting IP rights.

The conference underscored the importance of integrated enforcement strategies, emerging technologies, and international cooperation, reinforcing the UAE’s leadership in advancing intellectual property protection across the Middle East and North Africa.





Gulf BPG at Seminar on "Collective Music Rights Management Organizations"

21/11/2025

Gulf BPG in partnership with the Economic Service of the French Embassy in the UAE, INPI France, AIPPI UAE, EIPA and Dubai Media City co-organised the first "Collective Music Rights Management Organizations" seminar under the patronage of the UAE Ministry of Economy & Tourism.

The seminar opened with welcome addresses delivered by Hoda Barakat, President of AIPPI-UAE, and Malek Hannouf, Chairman of Gulf BPG. This was followed by opening remarks from Marwan Al Sboosi, Director of the Copyright Department at the Ministry of Economy and Tourism, Jean-Christophe Paris, Consul General of France in Dubai, and Majed Al Suwaidi, Managing Director of Dubai Media City.

Malek Hannouf, Chairman of Gulf BPG, welcomed the audience with a speech highlighting the importance of effective collective management frameworks for protecting music rights, supporting creators, and strengthening the creative economy. His remarks emphasized the role of collaboration among policymakers, rights holders, and collective management organizations (CMOs) in building transparent, sustainable music rights ecosystems.





Gulf BPG at Seminar on "Collective Music Rights Management Organizations"

21/11/2025

The seminar brought together key stakeholders from the music, media, and intellectual property sectors to discuss national and international approaches to collective management of music rights. It featured two main sessions focusing on Local and International Perspectives on CMOs and CMOs in Music, Challenges and Opportunities.

The seminar contributed to ongoing national efforts to strengthen music copyright protection, enhance collective rights management, and promote international cooperation within the UAE's intellectual property ecosystem.





Gulf BPG at the TM Market Place Launch

26/11/2025

Gulf BPG attended the launch event for the Trademarks Platform (TM Marketplace), organized by the Ministry of Economy & Tourism. The event was held under the patronage and in the presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy & Tourism, reflecting the UAE's continued commitment to strengthening the national intellectual property ecosystem.

The launch introduced the Trademark Marketplace, an integrated digital platform that enables trademark owners to showcase and sell trademarks securely and transparently, while also allowing investors and entrepreneurs to acquire ready-made trademarks. The platform aims to accelerate market entry, encourage investment in intellectual property, and support the exchange of intangible assets as drivers of innovation and sustainable economic growth.

The event highlighted the Ministry's efforts to enhance trademark services and promote a more efficient, accessible, and innovation-driven IP framework in the UAE. Gulf BPG's participation underscores its ongoing engagement with national initiatives that advance trademark protection and strengthen public-private collaboration.

TM Market Place is operational from day one. The Ministry will supervise it to ensure full compliance with national and international IP laws, reinforcing transparency, rights protection, and the commercialization of intangible assets to support sustainable economic development.





GULF BPG PARTICIPATES IN THE 2ND MCBG REGIONAL PRESIDENTS FORUM

27/11/2025

Unilever hosted the second MCBG Regional Presidents Forum in Dubai, bringing together multinational leaders to discuss growth and innovation in the GCC market. Established in 2016, MCBG includes 59 members, over half of which are Fortune Global 500 companies.

Turki Binmoammar, MCBG Chairman, welcomed attendees and thanked Unilever for hosting. He introduced the agenda and invited Khalil Yassine, Unilever's Head of Arabia, to give his opening speech.

Gulf BPG, represented by Vice-Chairman Isam Badwailan, introduced the organization to attendees.

The forum addressed IP protection and cross-border enforcement challenges, calling for a unified industry response. Isam encouraged MCBG members to join BPG and called for the creation of advocacy resources to support member-government engagement.

Khalil Yassine thanked attendees, reinforcing the importance of collaboration in shaping a brighter future for the region.





Gulf BPG Participation in the Intellectual Property Sector Partners Meeting 2025

16/12/2025

Gulf BPG delegate participated in the Intellectual Property Sector Partners Meeting 2025 alongside key stakeholders and partners from the UAE intellectual property ecosystem.

The meeting served as a platform to strengthen collaboration among IP sector stakeholders, with discussions focused on enhancing cooperation, aligning efforts, and supporting the development of a robust, sustainable intellectual property framework in the UAE.

During the meeting, H.E. Dr. Abdelrahman Hassan Almuaini, Assistant Undersecretary for Intellectual Property, MoET, delivered a presentation highlighting the results of the Strategic Partners Survey, which had been shared with partners in advance. His presentation addressed key findings and outlined the main challenges identified across the IP sector.

Following this, H.E. Dr. Al Muaini facilitated an interactive brainstorming session, during which partners actively exchanged views and proposed initiatives to address these challenges and strengthen joint cooperation.

Gulf BPG's participation underscores its continued commitment to public-private collaboration and its active role in contributing industry perspectives to initiatives that advance intellectual property protection and brand enforcement in the UAE.





TRAINING PROGRAMS AND WEBINARS



F2F TRAINING SESSION FOR DUBAI CUSTOMS

03/09/2025

Brands: Unilever, Kenvue, WD-40 & Huawei





STRENGTHENING IP ENFORCEMENT: GULF BPG TRAINING FOR KSA CUSTOMS IN RIYADH

08-09/09/2025

Gulf BPG organized a two-day training workshop for Saudi Customs in Riyadh, as part of its ongoing efforts to strengthen intellectual property enforcement and enhance cooperation with regional authorities.

The training focused on practical identification of genuine versus counterfeit goods, combining technical presentations with hands-on awareness sessions tailored to customs enforcement needs. The program aimed to strengthen officers' ability to identify infringements, recognize brand-specific protection features, and reduce risks to consumer safety and market integrity.

Through these sessions, Gulf BPG reaffirmed its commitment to capacity building, cross-sector collaboration, and practical IP enforcement training, supporting Saudi Arabia's efforts to combat counterfeiting and protect consumers and legitimate trade





STRENGTHENING IP ENFORCEMENT: GULF BPG TRAINING FOR KSA CUSTOMS IN RIYADH

08-09/09/2025

The workshop witnessed strong participation from brand owners, reflecting effective collaboration between rights holders and enforcement authorities.

Brands: LV, Rimowa, Berluti, Mobis Parts Middle East FZE, Beiersdorf, WD-40, Huawei, Unilever, Kenvue, Burberry, Syngenta, Bulgari, Messika, Michael Kors, Versace, Jimmy Choo, Van Cleef & Arpels, Montblanc, Cartier, Richemont Watches, Dell, Adidas, Calvin Klein, Tommy Hilfiger, Apple, PUMA, Gucci, Luxottica, GANT, Lacoste, & Philip Morris International





F2F TRAINING SESSION FOR DUBAI CUSTOMS

18/09/2025

Brands: Total Energies, CAT, Perkins & JTI





F2F TRAINING SESSION FOR MOET

18/09/2025

Brands: LV, Rimowa & Unilever





F2F TRAINING SESSION FOR QATAR AUTHORITIES

29/10/2025

Brands: Unilever, JTI, Bulgari & Burberry





GULF BPG ENFORCEMENT TRAINING SESSION - DUBAI & SHARJAH

8/12/2025

Gulf BPG organized a training session for Dubai and Sharjah authorities, reinforcing cooperation between the public and private sectors in the fight against counterfeiting and intellectual property (IP) infringement.

Malek Hannouf, Chairman of Gulf BPG, welcomed officials representing key UAE authorities, including the Ministry of Economy and Tourism, Dubai Police, Dubai Customs, the Dubai Department of Economy and Tourism (DET), Sharjah Police, and the Sharjah Department of Economic Development (SHJ DED). He expressed his appreciation for their continued efforts and cooperation, and encouraged them to share their comments and suggestions to further enhance effective collaboration.

The session was delivered through structured presentations by brand representatives, focusing on brand protection strategies, identification of counterfeit goods, and recent enforcement challenges.

In addition, the workshop featured a hands-on training exhibition, where participating brands displayed genuine and counterfeit samples and provided on-site, practical training to officials. This interactive component enabled attendees to engage directly with brand experts, enhancing real-time product authentication skills for enforcement.





GULF BPG ENFORCEMENT TRAINING SESSION - DUBAI & SHARJAH

8/12/2025

This initiative reflects Gulf BPG’s continued commitment to capacity building, knowledge sharing, and strengthening public-private collaboration with UAE enforcement authorities, supporting effective IP protection and enforcement across the country.

A total of 27 brands participated in the workshop, delivering presentations and supporting the practical training exhibition

Brands: **LV, WD-40, On, Tiffany & Co., AbbVie, Tory Burch, SHEGLAM, PUMA, Messika, Burberry, Syngenta, Kenvue, Caterpillar (CAT), Danfoss, Beiersdorf, Bvlgari, Moonbug (CoComelon), PMI, Hugo Boss, Apple, Richemont, HP, Unilever, Ford, RIMOWA, Huawei.**





GULF BPG CO-ORGANIZES SPECIALIZED IP TRAINING WITH KUWAITI CUSTOMS & THE FRENCH EMBASSY

10 & 11/12/2025

Gulf BPG participated in and co-organized a specialized training course in cooperation with the General Administration of Kuwaiti Customs and the French Embassy, held at the General Administration of Customs headquarters in Kuwait.

The two-day training was organized in the presence of Ms. Fatima Hamza Al-Qallaf, Deputy President for Administrative, Financial, and Technical Affairs, as part of joint efforts to strengthen international cooperation and enhance customs officers' capabilities to combat commercial fraud and protect intellectual property rights.

This initiative reflects Gulf BPG's ongoing commitment to supporting enforcement authorities across the GCC and advancing effective anti-counterfeiting measures, in line with Kuwaiti Customs' role within the Gulf Customs Union and the GCC Common Market to prevent the entry of counterfeit goods that harm consumers and national economies.





GULF BPG CO-ORGANIZES SPECIALIZED IP TRAINING WITH KUWAITI CUSTOMS & THE FRENCH EMBASSY

10 & 11/12/2025

The training focused on enhancing the practical skills of customs inspectors to detect counterfeit goods, trace illicit supply chains, and prevent their entry into the market, given the significant risks to public health, safety, and economic integrity. The program included expert-led sessions delivered by French specialists on intellectual property rights and on techniques for distinguishing genuine from counterfeit products.

The training program covered:

- An overview of the French Customs' approach to combating counterfeiting and border enforcement.
- A specialized session on intellectual property rights by Gulf BPG.
- Hands-on field training on identifying genuine versus counterfeit products.
- Practical technical training delivered by experts from specialized companies, showcasing the latest technologies used in detecting counterfeit goods.

Participated brands: **LV, Rimowa, Berluti, Tiffany & Co., Messika, Dior, Hermès, and Hublot.**





GULF BPG EXPANDS REGIONAL ENGAGEMENT THROUGH IP ENFORCEMENT TRAINING IN EGYPT

26 & 27/12/2025

Under the patronage of the Egyptian Intellectual Property Authority (EGIPA), Gulf BPG successfully organized a two-day specialized training program in Cairo and Alexandria, as part of its ongoing efforts to expand its regional engagement and strengthen cross-border cooperation in intellectual property enforcement. The program brought together representatives from Egyptian Customs, the Economic Courts, the Ministry of Interior, the Ministry of Justice, and the Ministry of Investment and Foreign Trade.

The program commenced with welcoming remarks on behalf of the Gulf BPG Chairman, delivered by Ms. Rima El Achkar, who welcomed the participating authorities and emphasized the importance of public-private collaboration in enhancing trademark protection and enforcement.

The opening session also featured welcoming remarks on behalf of EGIPA Chairman, Dr. Hisham Azmi, delivered by Dr. Mai Hassan, Assistant Chairman of EGIPA, followed by a presentation by Dr. Fatma Samir, General Director of the IP Center of Excellence (EGIPA). The presentation provided an overview of EGIPA’s mandate, an introduction to intellectual property, and highlighted key challenges in trademark protection within the Egyptian market.



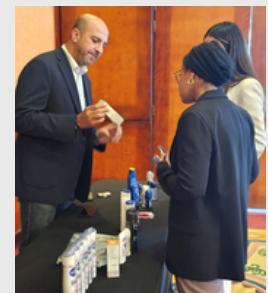


GULF BPG EXPANDS REGIONAL ENGAGEMENT THROUGH IP ENFORCEMENT TRAINING IN EGYPT

26 & 27/12/2025

Egyptian Customs contributed through presentations delivered by Mr. Mohamed Hamdy Abdel Wahab, Head of the Intellectual Property Rights Department, and Mr. Mohamed Maher, Intellectual Property Rights Protection Manager, focusing on customs procedures, enforcement best practices, and the challenges faced in addressing trademark infringements, while underscoring the importance of coordinated efforts with rights holders.

The program was further enriched by the active participation of around 24 brand owners, who delivered authentication presentations, showcased products, and conducted hands-on training sessions, providing practical insights to support authorities in identifying infringements and strengthening enforcement outcomes. To conclude the training program, roundtable discussion sessions were held between brand owners and the participating authorities. Each authority was assigned a dedicated table, enabling focused and open discussions on authority-specific procedures, operational challenges, and practical cooperation mechanisms. These interactive sessions fostered direct dialogue, strengthened mutual understanding, and reinforced effective collaboration between the public and private sectors to enhance intellectual property enforcement.





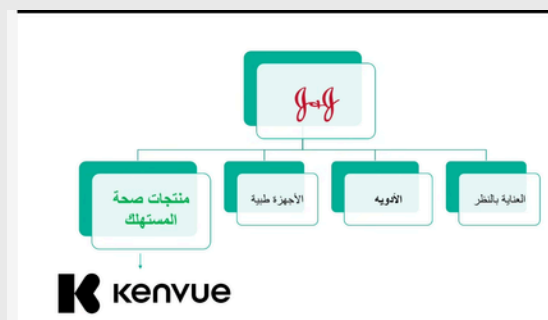
ONLINE TRAINING SESSIONS

Online Session for AD Customs

05/11/2025

Brands

JTI, P&G, Ferrero, CAT/Perkins & Kenvue,



Online Session for AD DED & AD Customs

18/12/2025

Brands

Huawei, CAT & Beiersdorf

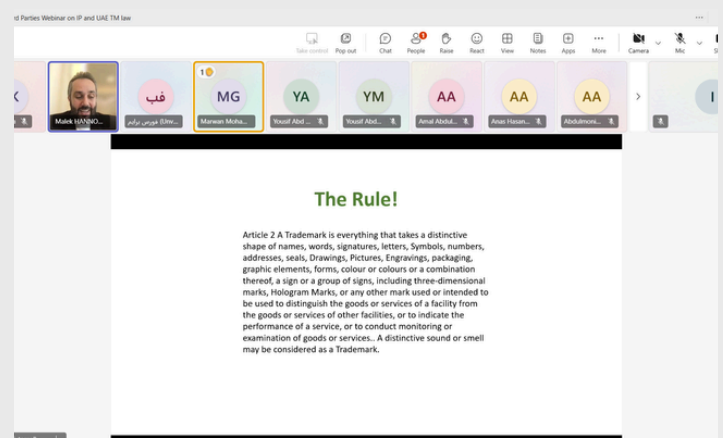
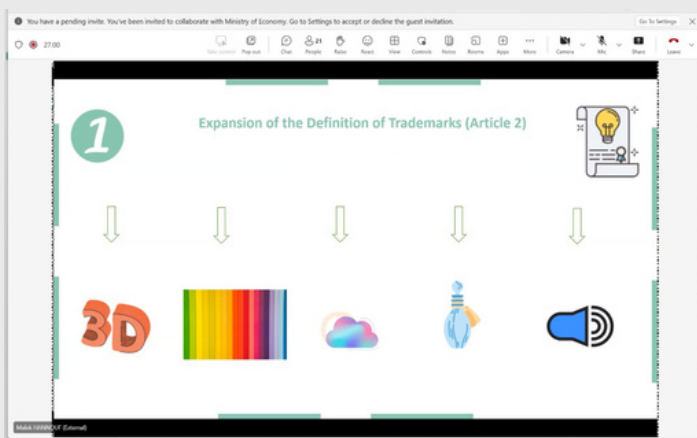
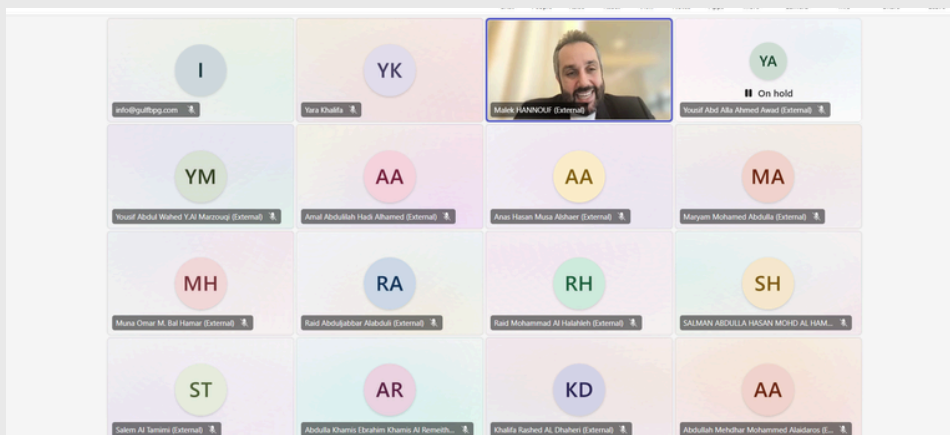
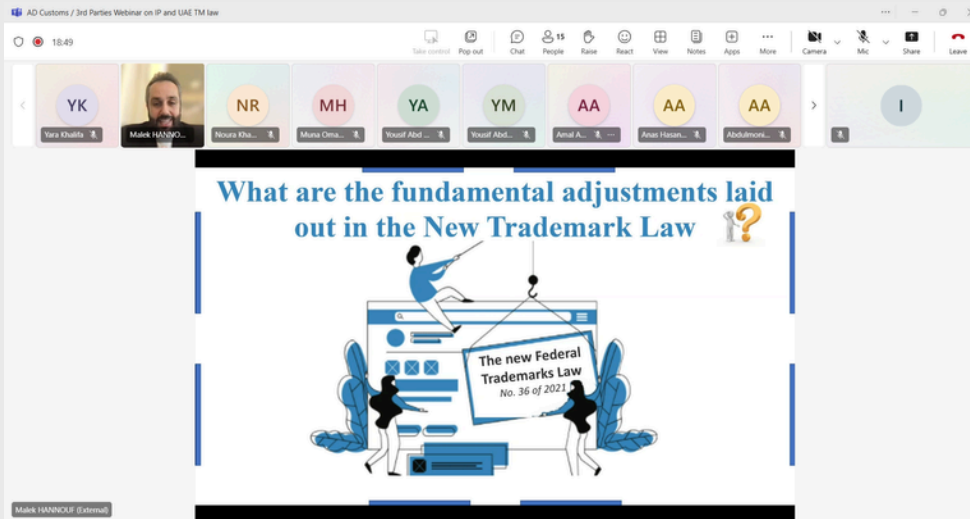




WEBINARS

3rd Parties Webinar on IP & UAE TM Law

30/10/2025





WEBINARS

Design Law Treaty (DLT)

15/12/2025

Gulf BPG, in collaboration with AIPPI UAE, EIPA and under the patronage of the UAE Ministry of Economy, organized a high-level webinar focusing on the Design Law Treaty (DLT), a landmark international treaty adopted at the WIPO Riyadh Diplomatic Conference in November 2024.

The session opened with welcoming remarks from Malek Hannouf, Chairman of Gulf BPG, who emphasized the strategic importance of DLT in advancing harmonized, simplified design protection procedures at the international level. He highlighted the treaty's relevance for brand owners, designers, and SMEs operating across multiple jurisdictions, particularly in light of the Gulf region's growing innovation ecosystem and global engagement.

The webinar was moderated by Paul Muscat and featured Mr. Andres Izquierdo, IP Attorney and Policy Advisor, as the keynote speaker. Mr. Izquierdo provided an in-depth overview of DLT, explaining its procedural nature and its aim to standardize design registration requirements, reduce administrative burdens, lower legal costs, and promote electronic filing across jurisdictions.






**WEBINAR ON
DESIGN LAW TREATY (DLT)**

**INDUSTRIAL
DESIGNS**

Welcoming Remarks
 Malek Hannouf
 Gulf BPG Chairman

From Riyadh to the World: The Design Law Treaty and the Future of Brand and Design Protection in the Gulf
 by
 Andrés Izquierdo
 IP & Technology Lawyer, AI, Copyright, Design Law, International IP Policy & Treaties

Interviewer
 Paul Muscat
 Gulf BPG member
 Principal, Patent Attorney at Rouse

15th December 2025
 12:00 - 13:15 PM

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WEBINARS

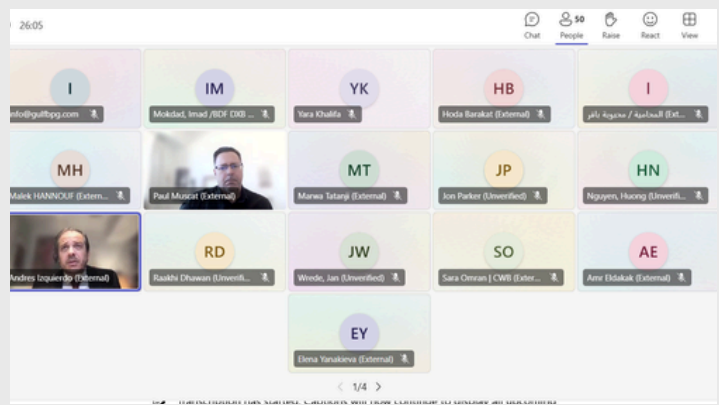
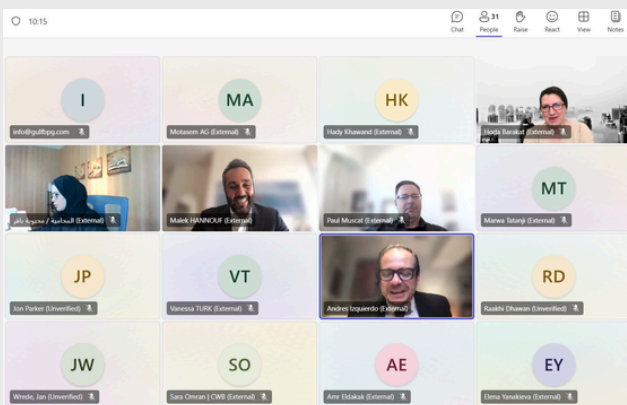
Design Law Treaty (DLT)

15/12/2025

Key discussions focused on:

- The benefits of the DLT for Gulf brands and SMEs, including faster and more cost-effective access to design protection.
- The treaty’s role in supporting creative industries such as fashion, consumer products, automotive, and packaging.
- Implementation considerations for the region, including legislative alignment, e-filing infrastructure, and WIPO-led capacity building.
- The treaty’s potential to position the Gulf as a regional and global hub for design protection, while maintaining necessary flexibilities for national systems.

The session concluded with an interactive discussion, reinforcing the importance of awareness and preparedness among rights holders and policymakers as countries move toward adoption and implementation of the Design Law Treaty.





ARTICLES & SOCIAL MEDIA COVERAGE

IP Articles

LAW

Chanel Beats Out "JNANEL" Trademark, Proving the Power of its Name

Chanel has once again shown that attempts to exploit the power of its name will not go unchallenged. The famed luxury goods brand has prevailed in an opposition proceeding before the European Union Intellectual Property Office, successfully blocking the registration of the ...



LAW

Can WHOOP's Faceless Band Be Protected? Trade Dress Dispute Lands in Court

A potentially high-stakes clash has broken out between WHOOP and a Chinese manufacturer of wearable devices. In a newly-filed lawsuit, Boston-based WHOOP accuses Shenzhen Lexaj Electronic Technology of making and selling knockoffs of its screenless fitness tracker. At the core ...



The Walt Disney Company And OpenAI Reach Landmark Agreement To Bring Beloved Characters From Across Disney's Brands To Sora

DECEMBER 11, 2025 | 7 MIN. READ



Pakistan: Karachi cafe Sattar Buksh wins trademark battle against Starbucks



Social Media Coverage

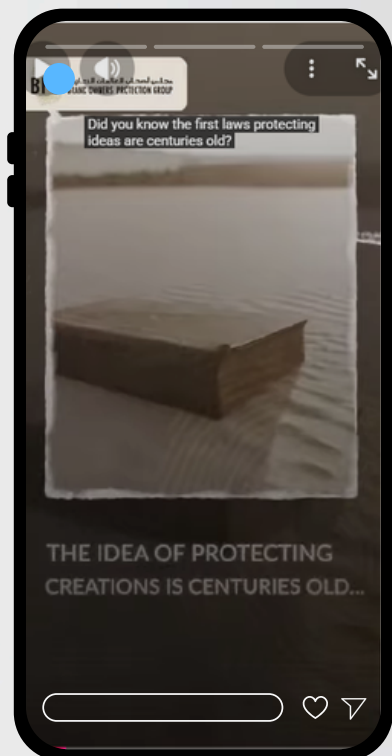
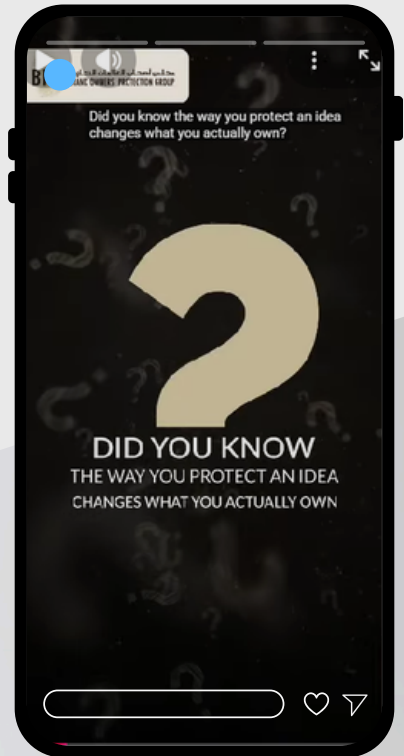
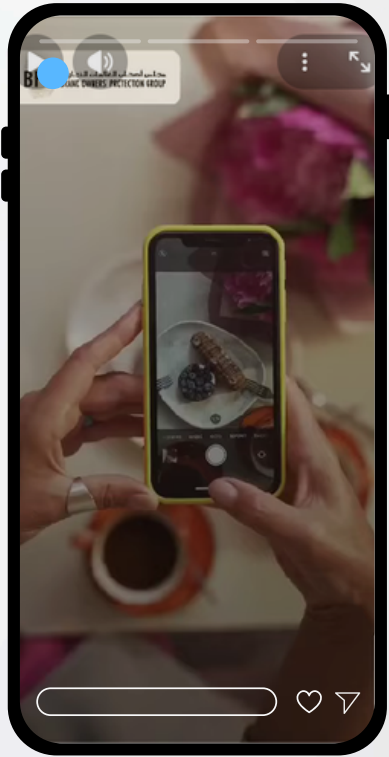
The 3rd Intellectual Property Forum



2025 Recap



Social Media Coverage



Thank you!

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