



Brand Protection Group – Lebanon

جمعية حماية المنتجات والعلامات التجارية – لبنان

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# BOARD ACTIVITY REPORT 2016

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# Message from the BPG President

Dear Distinguished BPG Members and Stakeholders,

We have tried in the following pages to summarize the Brand Protection Group- BPG activities during 2016 where the Board intentionally reduced the projects due to the Lebanese political turmoil connected with the lack of presidential election. However, The Board focused on its usual main activities and on building the ground floor for a very active year in 2017 as detailed at the end of the report.

The BPG plans to:

- **Continue** cementing its reputation and credibility with the government and stakeholders.
- **Continue** raising consumer awareness and education regarding counterfeiting and its negative implications on the economy.
- **Lobby** for tightened control over counterfeit, illicit trade and traders through better legislation by adopting new drafts laws staged at the Parliament since 2007 in addition lobby with the Judiciary system for better enforcement of existing laws.
- **Highlight** the importance of implementing the new Consumer Protection Law through the Lebanese judiciary system.
- **Support** the Ministry of Economy and Trade & Customs in their capacity-building efforts to protect consumer rights and intellectual property.
- **Reactivate** the regional Brand Protection Group Committees mainly in Egypt , Jordan and GCC and to invite the interested Members to participate in this efforts.

Finally, we want to express our deep gratitude to all the BPG Members and Stakeholders for the efforts deployed and continuous support during the years allowing the Board to achieve the BPG main objectives in fighting counterfeit and illicit trade while developing awareness about consumer rights and Intellectual Property Rights Protection.

Best Regards

Roger Tanios

## About us

**B**rand **P**rotection **G**roup - BPG Lebanon is an Association of leading Local, Regional and International Manufacturers and Distributors that joined efforts in March 2003 to fight Counterfeit Products in Lebanon and the Levant region.

BPG has launched Media Campaigns and cooperated closely with Local Governments to stop the spread of Counterfeits and protect the Consumer's Rights in society.

## BPG MISSION

- **R**aise awareness in the Government as well as in the Public on Intellectual Property in general and Counterfeit activities in Lebanon and effectively address such issues.
- **P**rotect Consumers from the hazards of Counterfeit Products and defend the Integrity of members' Brands by working to eliminate Illicit Trade from the Market.

## BPG OBJECTIVES

- **C**reate greater awareness among government leaders about the gravity of counterfeiting and build on business leaders' eagerness to cooperate in dealing with the problem.
- **G**enerate concrete government actions that lead to a significant reduction in counterfeit activities.
- **E**ducate consumers about health and safety issues related to counterfeit products.

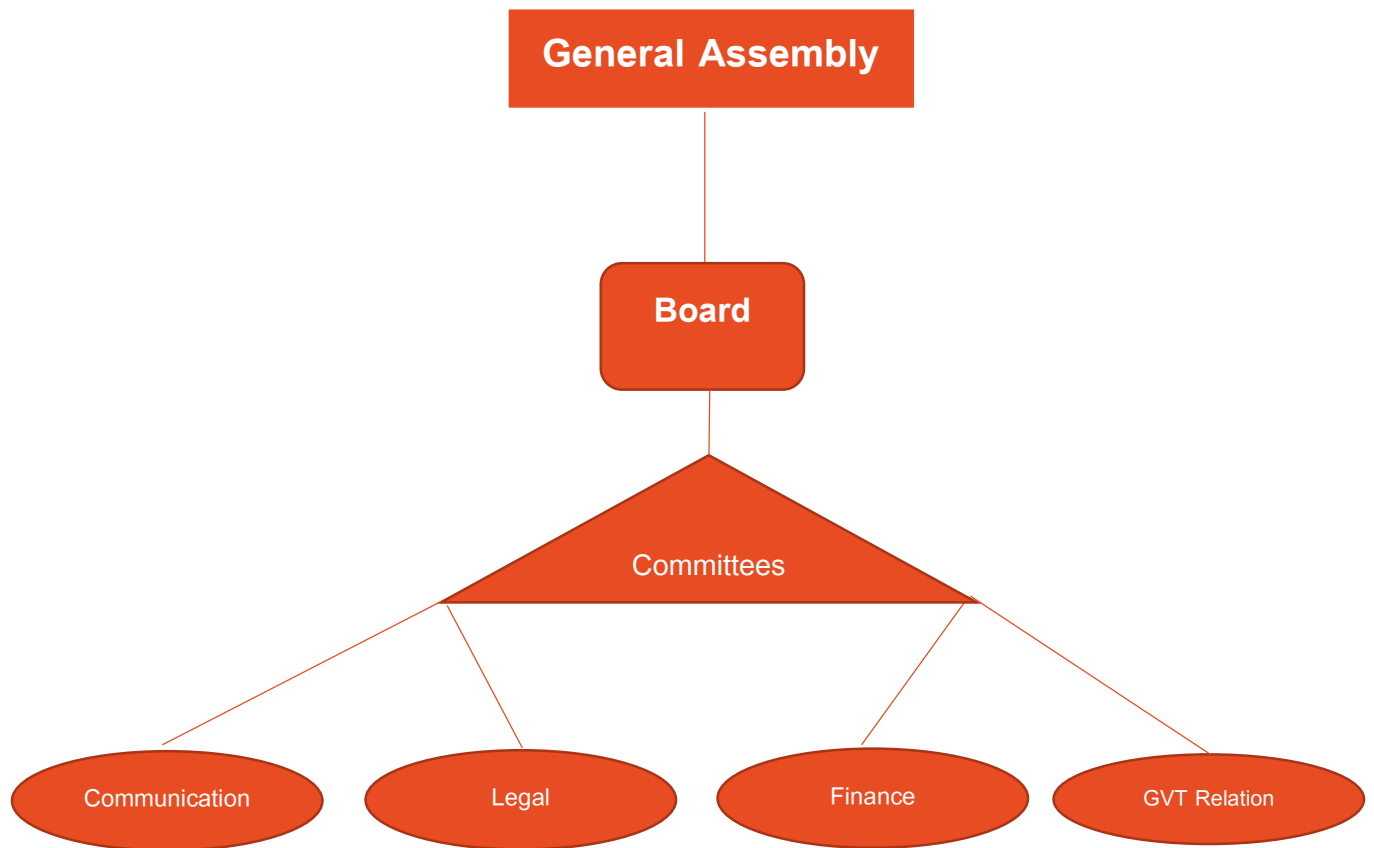
- **E**ncourage consumers to take action when faced with counterfeit goods.

## BPG Strategy

**BPG** strategy is set by identifying key areas where its work can deliver the most effective results. The group has adopted a threefold approach to strengthen the impact of its cause by:

- **P**artnering: The group relies on the support of local and international institutions for aid. BPG's goals are achieved by working closely with the government, diplomatic bodies and donors committed to its cause.
- **R**aising Awareness: Getting the message across is an important part of BPG's strategy and key to its success. The group's work depends on communicating the various issues at stake in illicit trade to consumers, trade partners and member companies.
- **N**etworking: BPG's efforts keep it in touch with all levels of society. On the business front, the discussion and exchange of views with members of industrial and business associations ensure that its work remains relevant. And in the broader scope, the media is an effective tool to promote BPG's work in the community.

## BPG Structure



## BPG Lebanon Members for 2016/2017

BPG joins together a wide array of local companies and well known multinationals for a veritable lobbying force in the industry. They include leaders in the Fast Moving Consumer Goods (FMCG) segment and in the retail and distribution business, with more companies joining forces. The list includes:

- Altadis Middle East FZCO
- British American Tobacco
- Bierserdorf
- BMW – SABA UAE
- Eli Lilly
- Henkel / Obegi
- Holdal Group
- Indevco Group
- Japan Tobacco International
- Johnson & Johnson
- Khalil Fattal & Fils S.A.L.
- L'Oréal Liban S.A.L.
- LVMH Fashion Group / Louis Vuiton Malletier
- Merck Sharp & Dohm
- Merck Serono Middle East FZ - LLC
- Nestle Liban
- Nike / United Sports of Lebanon
- Philip Morris Management Services (Middle East) Limited
- Procter & Gamble
- SADER Publishers
- Transmed S.A.L.
- Unilever Mashreq



## BPG Lebanon Board for 2016/2017

The Brand Protection Group – Lebanon held its General Assembly on January 29<sup>th</sup> 2016 at Smallville Hotel, Badaro and elected the new board members for 2016/2017.





The New Board Members elected has held its first reunion at the same event. Mr. Roger Tanios presided the meeting and Attorney Rany Sader assisted him.



The New Board held its first meeting and distributed the Board seats and committees as follows:

#### PRESIDENT

Roger Tanios [Indevco Group]

#### VICE-PRESIDENT

Rany Sader [SADER Publishers]

#### TREASURER

Salim Khoury [Henkel]

#### SECRETARY

Kawkab Sinno [P&G]

#### BOARD MEMBERS AND ADVISORS

Nadim Abboud [Unilever] replaced recently by Mr. Ihab KHatib

Nasser Bakkar [Imperial Tobacco Group]

Joelle Bou Abboud [Holdal/Abu Adal Group]

Hussam Daher [United Sports of Lebanon]

Joyce Younes Menassa [Khalil Fattal & Fils]

Imad Mokdad [Beiersdorf]

#### COMMITTEES

- Communication Committee headed by Mrs, Joyce Younes Menessa
- Legal Committee headed by Me Joelle Bou Abboud
- Financial Committee headed by Mr. Salim Khoury
- Government Relation Committee headed by Mrs. Kawkab Sinno

## BPG Activities during 2016

October 2015: Sponsoring the MOET universities' ads competition (mentioned in the summer issue of CPD Newsletter)



www.brandprotectiongroup.org

The Brand Protection Group – Lebanon has cooperated in the Competition Campaign that the General Directorate of the Ministry of Economy and Trade has previously launched for university students, screening the best advertisement on Consumer Rights, in order to increase awareness on Consumer Rights and Obligations.

The results were announced on the 20<sup>th</sup> of October 2015 at the

Headquarters of the Ministry along with the Press Conference.



www.brandprotectiongroup.org

Mrs Aliya Abbas (Ministry of Economy and Trade's General Director) has thanked all the contributing entities in this event and has highlighted the importance of Awareness Campaigns, especially advertised, designed to enlighten the Consumers on their Rights and Obligations.

Mr Roger Tanios (Vice-President of the BPG-Lebanon at then) has addressed a speech saying that Awareness, Responsibility and Communication are the Strategic Keys that H.E. Dr Alain



Hakim has relied on to promote Consumer' s Rights Awareness, and that the Brand Protection Group - Lebanon has been applying throughout its campaigns and activities since the launching of the Group in 2005. This has led into fortifying the collaboration between the Public and the Private sectors to maintain the consistency and development of Public Utility.

After so, the winners received their prizes. The winner of the first rank was Student Saad Mohammad El Kadri, J. Walter Thompson Corporation has assisted him in the making of his advertisement. This Winning Ad is still airing on National televisions.



March 2016: Attorney Nadim Abboud has attended the UNCTAD Kick Off Meeting for the MENA Program in Cairo



Attorney Nadim Abboud has attended the United Nations Conference on Trade And Development (UNCTAD) MENA Kick Off Meeting for the MENA Program in Cairo on the 1<sup>st</sup> and 2<sup>nd</sup> of March 2016, as where he represented the Private Lebanese Sector among the other Lebanese and regional attendees.

This meeting comes in continuation of the first regional meeting that had occurred on July 2015 In Morocco. The meeting's main objectives were to establish a Regional Training Center for Consumer Protection, 3 candidacies were submitted (Egypt, Morocco and Lebanon); and to create a Pool of Experts on Consumer Protection in the Region.

Attorney Nadim has made a presentation on the Centers of Protection available in Lebanon and therefore the collaboration of the Government with the Private sector, and has finally presented the activities and achievements of the Brand Protection Group - Lebanon. As a consequence, the UNCTAD decided to withhold the candidacy of Lebanon.

March 2016: Visiting His Excellency Minister of Information Ramzi Jreij to discuss potential collaboration concerning Intellectual Property awareness



[www.brandprotectiongroup.org](http://www.brandprotectiongroup.org)

On the 9<sup>th</sup> of March 2016, the Brand Protection Group - Lebanon, represented by Mr. Roger Tanios (President), Attorney Rany Sader (Vice-President), Attorney Joelle Bou Abboud (Advisor) and Mr. Hussam Daher (Advisor), has visited His Excellency Minister of Information Attorney Ramzi Jreij to discuss with him potential collaboration concerning Intellectual Property Awareness.

March 2016: Visiting the Head of the Beirut Bar Association President Antonio el Hachem to discuss possible signature of an MoU



[www.brandprotectiongroup.org](http://www.brandprotectiongroup.org)

On the 21<sup>st</sup> of March 2016, the Brand Protection Group - Lebanon Board Committee, represented by Mr. Roger Tanios (President), Attorney Rany Sader (Vice-President), Mr Nasser Bakkar (ITG S.A.L.) Mr. Hussam Daher (Advisor) had visited the Head of the Beirut Bar Association, President Antonio El Hachem to discuss possible Memorandum Of Understanding concerning Intellectual Property, Consumer Rights awareness and specialized training.



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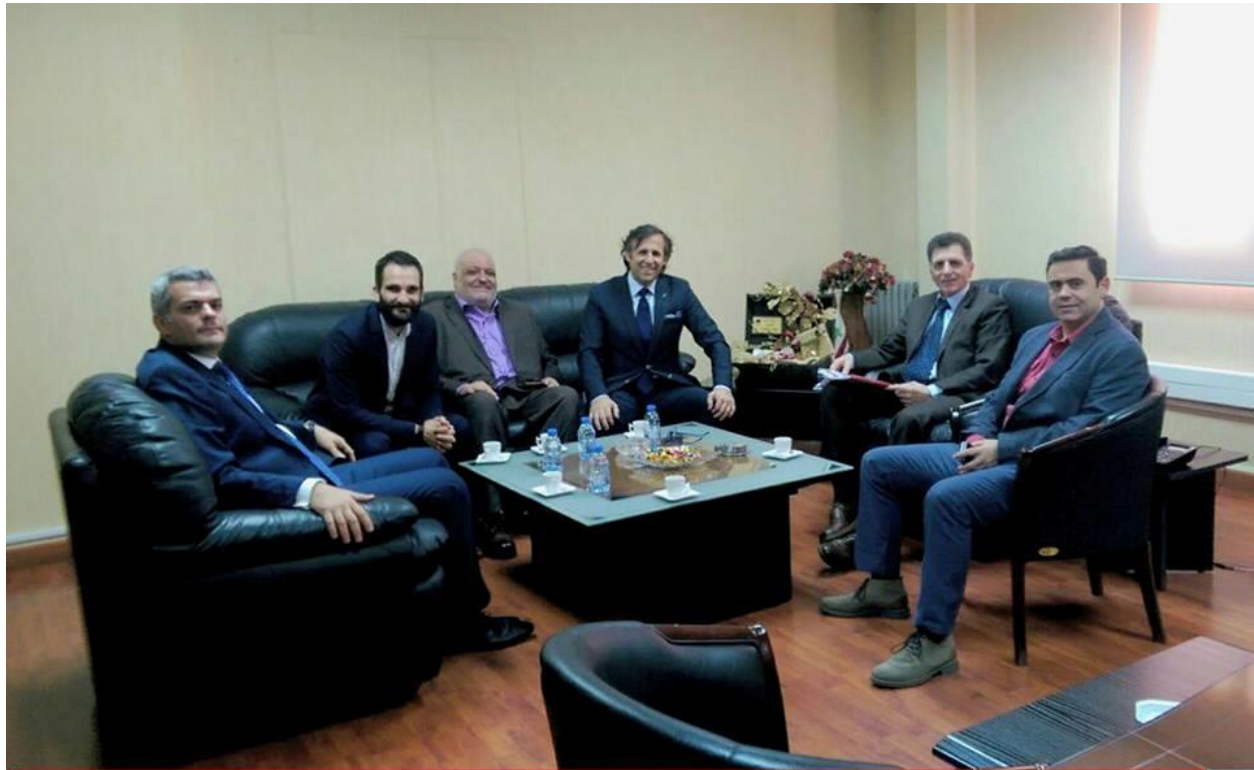


March 2016: Meeting to elaborate on the Strategic Partnership with the Ministry of Economy and Trade's General Director Mrs. Aliya Abbas



The Brand Protection Group – Lebanon Committee Board, represented by Mrs. Kawkab Sinno (Secretary), Attorney Joelle Bou Abboud (Advisor), Mr. Hussam Daher (Advisor) and Mr. Nasser Bakkar (ITG S.A.L.), had visited on the 24<sup>th</sup> of March 2016 the Ministry of Economy and Trade and met the General Director Mrs. Aliya Abbas to discuss further cooperation and new ways to fight Counterfeit and to empower the protection of Intellectual Property Rights

April 2016: Discussing the future collaboration to fight counterfeits and protect Intellectual Property Rights with the Internal Security Forces (Special Crime Units)



[www.brandprotectiongroup.org](http://www.brandprotectiongroup.org)

The Brand Protection Group - Lebanon Committee Board, represented by Mr. Roger Tanios (President), Attorney Rany Sader (Vice-President), Mr. Hussam Daher (Advisor) and Mr. Imad Mokdad (Advisor), had visited the Head of the Special Crimes Unit General Ziad Jazzar and Lieutenant Colonel Bachar Khatib on the 13<sup>th</sup> of April 2016 to elaborate on the future collaboration to fight counterfeits and protect Intellectual Property Rights, and to discuss the Project of a Memorandum of Understanding between the Internal Security Forces and the Brand Protection Group - Lebanon.

### May 2016: Attorney Nadim Abboud at the Arab League Reunion

Being appointed the Expert on Consumer Protection in the MENA, Attorney Nadim has attended the League of Arab States' meeting in Cairo on the 17<sup>th</sup> and the 18<sup>th</sup> of May 2016, upon UNCTAD's request, in order to contribute in the creation of the Pool of Experts on Consumer Protection in the League of Arab States.

The meeting has ended without creating the Pool of Experts mentioned above since the Jordanian representative has voted against the decision of creation at the meeting with the Execution & Follow Up Committee of the General Secretariat of the League of Arab States that had happened between the 24<sup>th</sup> and 26<sup>th</sup> of May 2016.

## June 2016: Signing of a Memorandum of Understanding with the Beirut Bar Association



[www.brandprotectiongroup.org](http://www.brandprotectiongroup.org)

On June 26<sup>th</sup> 2016, the Brand Protection Group – Lebanon Board Committee, represented by Mr. Roger Tanios (President), Attorney Rany Sader (Vice-President), Mrs. Kawkab Sinno (Secretary), Attorney Joelle Bou Abboud (Advisor) and Mr. Hussam Daher (Advisor), has signed a Memorandum of Understanding with the Beirut Bar Association, represented by its President Attorney Antonio El-Hachem and its Secretary Attorney Jamil Kambris, in order to contribute in the development of new ways to fight Counterfeiting, Products Hopping, and find new ways to secure Intellectual Property Rights.

The meeting was held at the Beirut Bar Association. Both parties agreed to exchange knowledge on Intellectual Property Laws and Regulations, to help in the protection of products from Counterfeit, to organize awareness sessions for Lawyers affiliated in the Beirut Bar Association lead by the Brand Protection Group's Brands members, to secure Intellectual Property Rights, and finally upgrade Consumer's Rights Protection and lead specialized trainings.

October 2016: The Brand Protection Group – Lebanon on a visit to European Brand Authorities member of BPG with the Lebanese Internal Security Forces Officers



The Brand Protection Group – Lebanon, represented by Attorney Rany Sader (Vice-President), organized a visit to European Brand Authorities members of the Brand Protection Group – Lebanon, with the Lebanese Internal Security Forces Officers General Ziad Jazzar (Head of the Special Crimes Unit at the Judicial Police) and Colonel Bashar El Khatib (Head of the Financial Crimes at the Special Crimes Unit), in implementation of the Memorandum of Understanding previously consented between the Brand Protection Group – Lebanon and the General Directorate of the Internal Security Forces to fight Counterfeit, help secure Intellectual Property Rights and mostly enhance Consumer's Rights Protection.

The Memorandum of Understanding which is to be signed early 2017 in between both

parties is set for 3 years of cooperation, such as leading Awareness Sessions and Specialized



Trainings for ISF Officers to help them recognize Counterfeited Products and Malicious Selling of Stocks.

The visits were held from the 3<sup>rd</sup> till the 7<sup>th</sup> of October. It included visiting several Multinational Brand Owners, mentioning Lacoste, BEL, Louis Vuitton, Hermes, Nestle Louboutin and L'Oréal.

The First meeting was held on the 3<sup>rd</sup> of October 2016 at 11 am at Lacoste Premises in Paris – Rue de Provence, with the Maus Frères S.A., Landmark brand of Lacoste S.A., in assistance of Ms. Paola Piccoli (Intellectual Property Counselor of Maus Frères S.A.) and Ms. Marion Azemar.



Property In-House Counsel at BEL Group).



The second meeting was held the same day at Fromageries BEL S.A.'s offices in Suresnes – 2 Allée de Longchamp, at 3pm, in assistance of Ms. Muriel Zevaco (Legal Director IP/NICT and Business Law at BEL Group) and Ms. Clémence Bigeard (Intellectual

The third meeting was held at 10am on the 4<sup>th</sup> of October at Louis Vuitton – Paris LVMH, in assistance of Mr. Cyril Chanteloup (Head of Anticounterfeiting for Europe at Louis Vuitton -LVMH Fashion Group) and by Cyberconversation Ms. Sybille D’Azemar (IP Legal Counsel at Internet Enforcement at Louis Vuitton S.A.).

The fourth meeting was held on the 5<sup>th</sup> of October at 11am at Christian LOUBOUTIN Headquarters in Paris with Mr. Xavier Ragot (General Counsel at Christian LOUBOUTIN) and Mr. Mayeul Dastugue (Legal Counsel, IP & Digital at Christian LOUBOUTIN).



The fifth meeting was held on the 6<sup>th</sup> of October at Nestlé Headquarters – Premises of Nestle in Vevey – Switzerland, in participation from Nestle S.A. Mr. Moataz El Hout (Regional Management - Zone EMENA), Ms. Beste Aygun (Senior Legal Counsel – Zone EMENA), Mr. Trevor Brown (General Counsel EMENA - Europe, Middle East, North Africa at Nestle S.A.) and Mr. Laurent Venetz (Head Nestlé Anti-Counterfeit Program).

## November 2016: “Importance of IP for Start-ups and SMEs (TaqaSummit Entrepreneury)”

The poster features five speakers in individual frames at the top, each with a green nameplate below their photo. The background shows a modern building and a person holding a star. The event title and date are prominently displayed in the center.

Speaker	Title
Attorney Joelle Bou Abboud	Head of Legal HOLDAL
Mr. Ihab Chatila	Country Manager Unilever
Mr. Hussam Daher	In-House Legal Counsel United Sports
Mr. Roger Tanios	BPG President General Counsel INDEVCO
Attorney Rany SADER	BPG Vice-President IP Specialist

**Importance of IP for Start-ups and SMEs**  
 19 NOV 2016 14:30 - 15:30

Brand Protection Group – Lebanon  
 جمعية حماية المنتجات والعلامات التجارية - لبنان

For more info go to [www.TaqaSummit.com](http://www.TaqaSummit.com)

[www.brandprotectiongroup.org](http://www.brandprotectiongroup.org)

On the 19<sup>th</sup> of November 2016, at 2:30pm [Beirut +2:00” GMT], the Brand Protection Group – Lebanon Board Committee, represented by Mr. Roger Tanios (BPG President and General Counsel of INDEVCO Group), Attorney Rany Sader (BPG Vice-President, Managing Partner of SADER & Associates and IP Specialist), Attorney Joelle Bou Abboud (BPG Advisor and Head of Legal Holdal Group), Mr. Ihab Chatila (Unilever Country Director), and Mr. Hussam Daher (BPG Advisor and In-House Legal Counsel United Sports of Lebanon Nike Distributors), has held a very interesting panel on the importance of Intellectual Property Rights for Start-

ups and SMEs, in participation in the Entrepreneury Summit even held at the Congress Palace in Dbayeh, a yearly event connecting Entrepreneurs and Wantpreneurs to inspiring and successful Arab Entrepreneurs.

Attorney Rany Sader has moderated the Panel. The session involved several main topic on Intellectual Property Laws and Rights, such as differentiating between Trademarks, Patents, Copyrights and other related rights, sharing the experience of some megabusineses in the current market, how they fought Counterfeit, how they started their



businesses and how they managed to protect their Patents throughout the past years. Also, the Panelists have suggested many ways and tools of protection of Intellectual Property Rights.

The Panelists after so have responded to the attendees' questions, regarding the Local and International Governments for 15 minutes.





## BPG Other Accomplishments

### Attendance of the French Regional Counsellor for IP Matters (Middle East) to Brand Protection Group's Fourth Board meeting of 2016

At the beginning of the Fourth Assembly meeting held on the 17<sup>th</sup> of October 2016, the Brand Protection Group – Lebanon Board Committee has met Ms. Carole Bremeersch (Regional Counsellor for Intellectual Property at the French Embassy in UAE) and Ms. Isabelle Rose (Finance Attaché, Economic Department for the Middle East at the French Embassy in Lebanon).

Several Intellectual Property topics were discussed at the meeting; among those, the necessity to collaborate with the UniFab (Union des Fabricants pour la Protection Internationale de la Propriété Intellectuelle) in France.

The attendees decided to keep their channels open in the future.

### LACOSTE® Training Workshops in Lebanon – “Counterfeit Detection: Guidelines & Techniques”

As part of LACOSTE® Anti-Counterfeit Strategy in Lebanon, the Brand Protection Group-Lebanon, in collaboration with LACOSTE® and Business Conserv, organized a two days Training Workshops on the 27<sup>th</sup> and 28<sup>th</sup> of October entitled “Counterfeit Detection: Guidelines & Techniques”. The training was presented by Attorney Nisrine Haddad and Mrs. Kawkab Sinno.

The main objective of these Workshops was to provide the Inspectors from the Ministry of Economy and Trade, the Officers of the Customs and the Financial Crimes Inspectors related to the Ministry of Interior in Lebanon with overview about LACOSTE® and its different brands



and range of products and how to detect counterfeit LACOSTE® products.

The First day of training was held at the Customs Training Center at Beirut Port dedicated to Customs Officers and Inspectors. At the end of this day, and in recognition of the support provided by the Lebanese Customs Administration in facilitating this Workshop within its Training Center, a trophy was presented to the Mr. Hani El Hajj Chehadeh (Head of Beirut Customs).

The Second day of training was held at the Institute of Finance and it was dedicated to ISF Officers and Inspectors from the Intellectual Property Department and the Consumer Protection Department at the Ministry of Economy & Trade.

The Workshops ended with the distribution of Certificates of Completion to the inspectors for their attendance.



### NESTLE® Training Workshop in Lebanon

As part of the Brand Protection Group – Lebanon and in participation in the Anti-Counterfeit Strategy in Lebanon, NESTLE® has provided a Training, a brief presentation, on the 23rd of November 2016 on the “Importance of Intellectual Property for Lebanese Industries and Intellectual Property Rights Enforcement”, in response of an invitation by the Association of Lebanese Industrials, during the Board of Directors Meeting held on the same day at 5h00 pm at the Association Headquarter in Hamra.

The Training’s moderator was Attorney Nisrine Haddad and its main topics were the Type of Intellectual Property, a Trademark Overview, The Intellectual Property Enforcement and the Most Common Mistakes of Intellectual Property.

### Assistance of the Ministry of Economy and Trade in Intellectual Property E-Filing

After several meetings with the General Director of the Ministry of Economy and Trade Mrs. Aliya Abbas and the Head of Intellectual Property Department, the Brand Protection Group – Lebanon has offered Financial and Technical Support to the Ministry, whereas a fund of 45,000\$ was secured to kick off this project, mostly in assisting the Ministry in Intellectual Property E-Filing for Customers and Brands’ Owners.

## BPG Key Achievements

# 2016

### Memorandum of Understanding with Beirut Bar Association (BBA):

On the 26<sup>th</sup> of June 2016, the Brand Protection Group – Lebanon signed with the Beirut Bar Association a Memorandum of Understanding towards cooperating for empowering the fight against Counterfeiting, protecting the Brand Owners and Consumers' Rights and conducting training by the BPG-Lebanon for the Lawyers and BBA members. Also, the BPG agreed to hold awareness sessions for the Lawyers member in the BBA to help them recognize counterfeited products, in collaboration with the Brands participating in the BPG Group.

### Finalizing the draft of the Memorandum of Understanding with the General Directory of Internal Security Forces:

The Brand Protection Group – Lebanon negotiated with the Internal Security Forces a Memorandum of Understanding in order to cooperate in fighting Counterfeit, Product hopping and many more illicit acts attacking Intellectual Property Rights. Also, the BPG agreed to hold awareness sessions for the ISF officers and civil members to help them recognize counterfeited products, in collaboration with the Brand Owners participating in the BPG Group.

## Publications

As part of the Brand Protection Group – Lebanon Objectives, and in collaboration with its member SADER Publishers, BPG will be launching an IP Case Decisions Compendium of interesting Lebanese Case Decisions that had led to distinctive evolution in the Lebanese Courts.

This IP Case Decisions Compendium is aimed at ensuring courts, businesses and individuals have a reference to rely on in determining how the Trademarks are being protected and should evolve so that the global community in turn has confidence in the Lebanese system, which will result in increased growth and prosperity.

It is Lebanon's own interest to continue in upholding the IP Rights, to ensure economic growth as well as Intellectual Growth for its lead intellects and contribute to halting the brain drain from its best talent's seeking better opportunities for advancement abroad by having their rights clearly indicated and upheld.

Trademark protection will therefore enhance marketplace efficiency, enable consumers to connect more efficiently products and gives firms incentives to invest more in quality products and services.

Beirut Court of First Instance – Fourth Civil Chamber

Lebanese Company for Economic Expansion

v/s

DEMART PRO ARTE

President Jean Fahd and members Sawah and Dahdah – Decision No 182 dated 09/07/1996

*Imitation of a mark – Unlawful use of a registered mark – Violation of a trade name – Fraud – Unfair Competition – Illegal Speculation.*

### Background Facts

The plaintiff, the Lebanese Company for Economic Expansion SAL, registered the mark D.DALI before the Commercial and Industrial Property Protection Bureau in the Ministry of Economy and Trade on 20/02/1980 and used it for perfumes, make-up, cosmetics and other similar products.

The mark is represented by the word dali placed in a large frame representing the letter "D" and the pronunciation of the mark appears as "D-dali".

The Defendant, DEMART PRO ARTE B.V., is a multinational company specialized in the production and marketing of perfumes, cosmetics, and make-up under the name LAGUNA Salvador Dali. It registered the mark LAGUNA Salvador Dali in several countries among which Lebanon where the mark was registered on 26/11/1991 under No 56725. Moreover, the defendant company used this mark for the same products and items with which the plaintiff is dealing.

However, the mark of the defendant is represented by three word. The word LAGUNA, written in capital letters followed by the name of the painter Salvador Dali in lowercase and in a special way that represents the signature of the mentioned artist.

# BPG Going Further in 2017 /2018

Hereafter the projects and activities scheduled for 2017/2018

## **A– Internal Reorganization:**

- Revisiting the BPG Mission and Vision
- Updating the BPG Internal By laws and Articles of Association
- Development of the PBG new communication tools. Mainly to relaunch the Website, organize a Social Media Campaign, print new Brochures, finalize the BPG Presentation and develop new Corporate Identity and other communication tools necessary for the promotion of the BPG activities.
- Empowerment of the Board Internal Committees ( Financial , Legal, Communication etc)
- Inviting new selected members to join the BPG

## **B– Enhance BPG relation with Stakeholders by signing and implementing MOU:**

- Execute the MOU signed with Ministry of Economy and Trade
- Execute the MOU signed with the Beirut Bar Association
- Relaunch the MOU signature with Customs
- Finalize the MOU signature with the Ministry of Interior to cover Internal Security Forces –Special Crimes Financial Unit in charge of implementing the seizures over counterfeit brands. (We will equip their investigation office with new technology to facilitate and accelerate the raid and seizure)
- Initiate the MOU signature with the Ministry of Justice (to cover cooperation with Judicial buddies allowing more severe sentences against counterfeiters )
- Relaunch the MOU signature with the Ministry of Information

- Relaunch the MOU signature with Bassel Flayhan Institute to benefit from the training activities to officials .

#### **C– Align Strategy**

- Adjust the BPG Strategy toward more focusing on developing , adopting and promoting Intellectual property laws allowing us to protect the brands in Lebanon.
- Enhance the cooperation with the Intellectual Property Unit at the MOET by cooperating on 3 projects such , organizing a competition for Universities students in Lebanon on IP awareness; preparation for a special event for the World IP day on April 26, 2017; preparing an application concerning IPP Office, or producing a short film in order to enhance awareness on IP in Lebanon.
- Continue the cooperation with the Consumer Protection Unit at the MOET to enhance the role of the Call Centre 1739 and to implement new awareness campaign against counterfeit in addition we shall sponsor the acquisition of a Mini Van for the MOET allowing them to transport the seized counterfeited products.
- Update the PWC Study made in 2007–2008 to evaluate the size of counterfeited products in Lebanon and the losses generated for the Government and the economy in Lebanon

#### **D– Lobbying efforts**

- Meeting the President of the Republic and the Prime Minister to secure their support for the BPG activities and mainly to push further the adoption of Intellectual Property Rights (IPR) laws and International Treaties parked at the parliament since 2007
- Meeting with the Minister of Economy and trade to develop further the cooperation and to try to find solution for the parallel Imports from surrounding countries including through smuggling

#### **E– Major events for 2017:**

- Celebrations days and activities (Consumer days, IP days)

- University competition ( one for IP awareness and another one about counterfeit )
- Participation in seminars (UNCTAD – MENA program)
- BBA Conference on Brand counterfeit in Lebanon
- visiting governmental Officials
- participating in communication campaigns

## BPG Join Us

For more information on how your company can join, please contact: [info@brandprotectiongroup.org](mailto:info@brandprotectiongroup.org)

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