



## Why is it important to protect IP in Middle East?

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# Setting the scene

- Most of the Laws and/or IP offices in the region are fairly recent. Laws
- Common Law ownership not recognized
- Well known concepts not established



# Setting the scene

- Many Brand Owners deal with MENA as one region and expect a degree of Harmony between IP Offices



- Trademarks offices enjoying similar laws have vastly different opinions

# Setting the scene

- Often budgets are planned in the Middle East based on feedback of the business units or pressure from distributor or to counter IP infringements
- Costs vary: Prosecution in UAE costs 5 times as in Kuwait



# Money for Value

- The UAE acts as a transit trade hub for the Middle East and North Africa, and is a pivotal link of trade between the East and the West



# Winning Economies

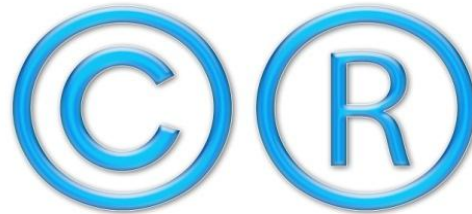
- 70% of population below 30 years of age
- Some countries among the top ten highest income per capita in the world



- Consumers are brand sensitive and educated

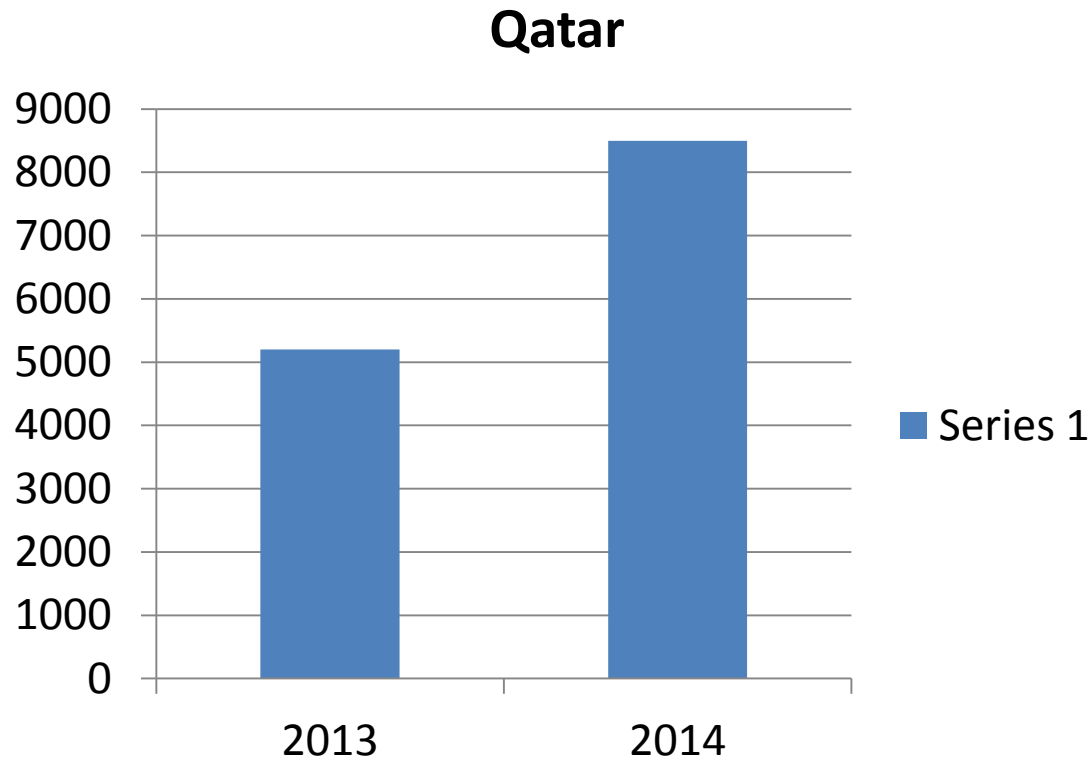


- Despite military conflicts and security risks, trademark and patent prosecution increasing

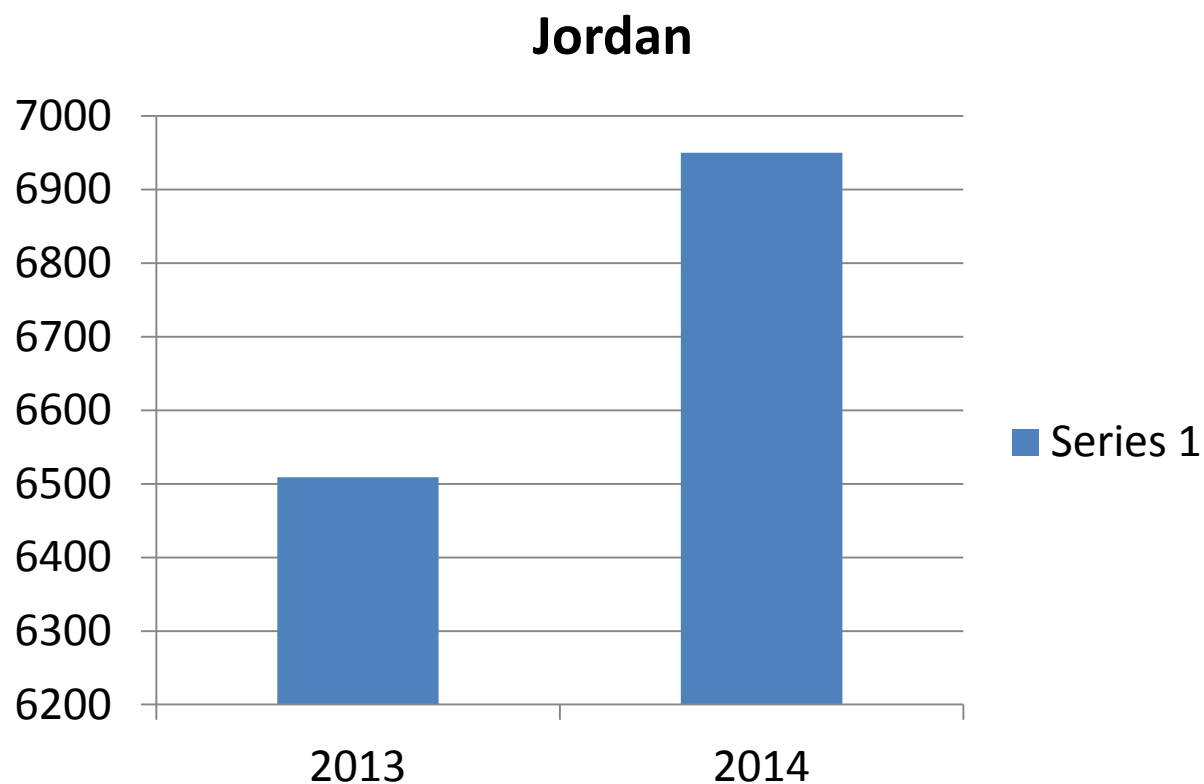




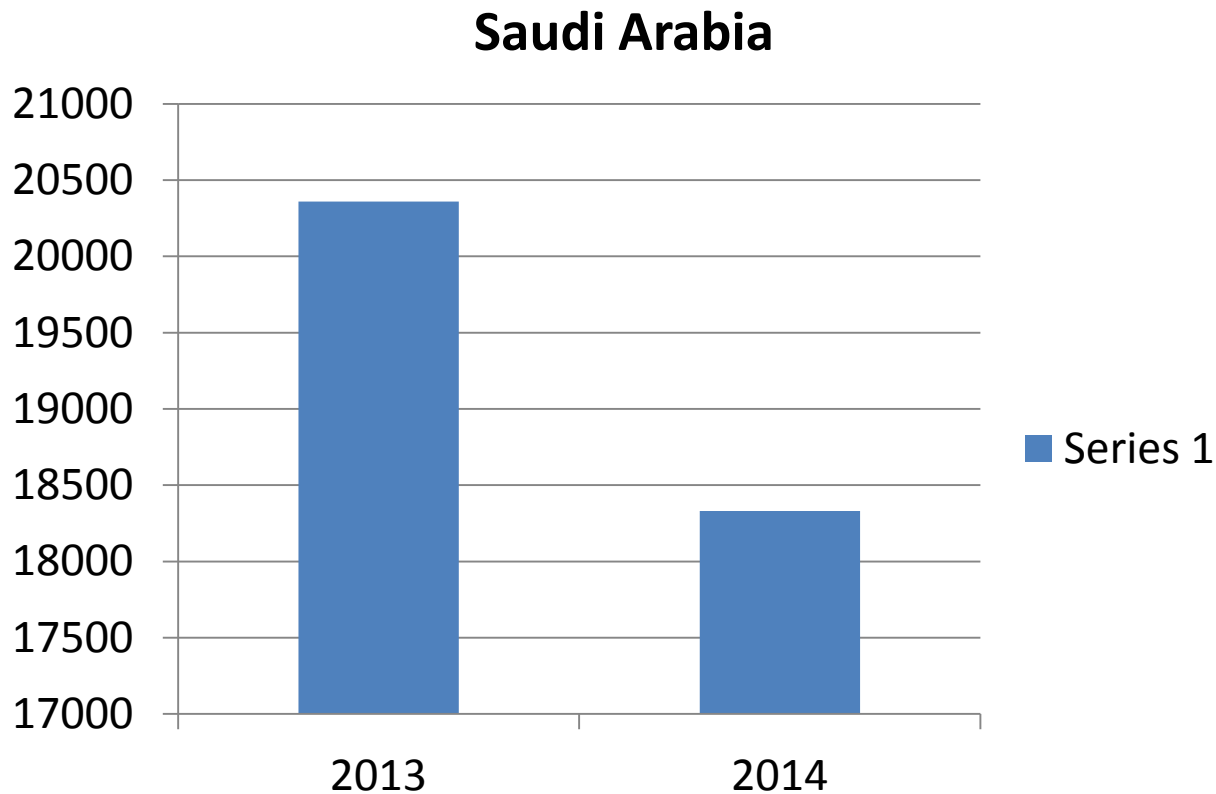
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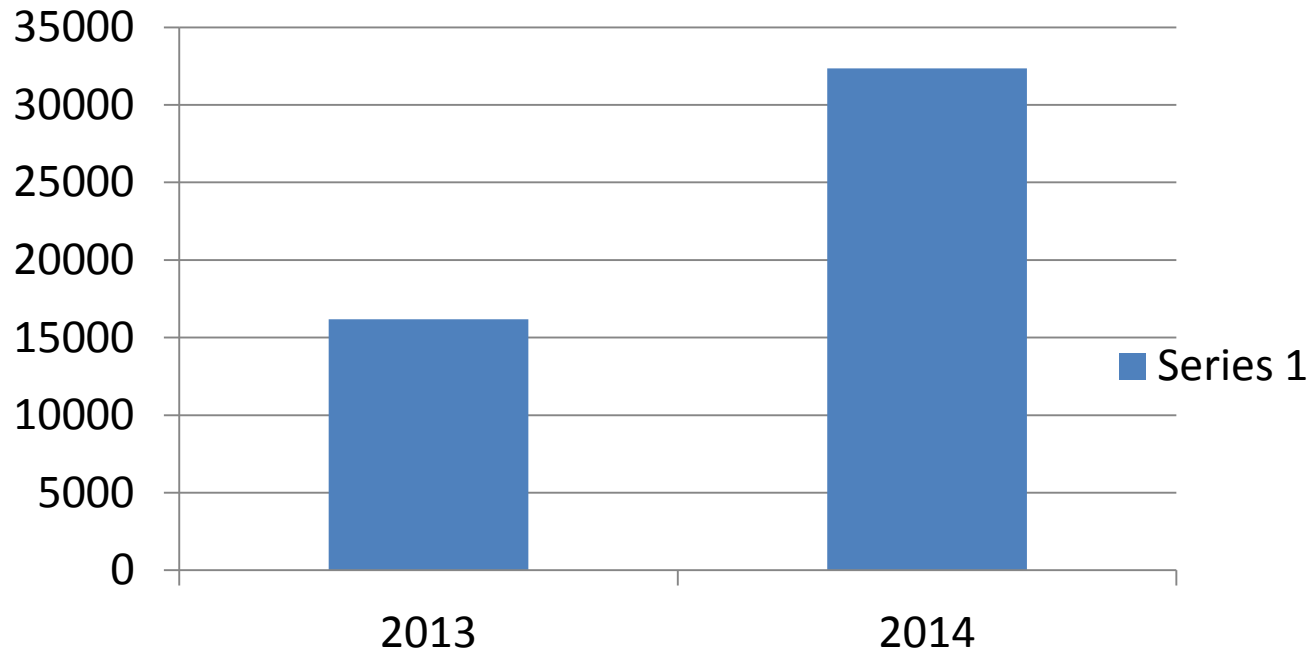


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## UAE



- Trade

UAE Jebel Ali port handled in 2014 more than 15 millions containers compared to 7 Million a decade ago, majority of which are shipments destined to other markets for re-exportation

Figure expected to rise to 19 millions containers per year

# Importance of Enforcement

- UAE free zones play a pivotal role in being the hub for transit trade for all of Middle East and Africa and linking China and Far East with Europe



- Dubai is considered according to European Customs the 2<sup>nd</sup> source of counterfeit goods after China

# Importance of Enforcement

- The UAE is a bigger trading partner to the USA than India



- Conflicts in Syria, Iraq, in Libya causes a surge of infiltration of illicit trade and counterfeit goods





# Importance of Enforcement

- Sectors continually growing in Middle East include FMCG, Electric, Telecom, Construction, Healthcare, Education, Media and Entertainment, Personal care, Perfumes & Cosmetics, Electronics, Luxury & Fashion







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Questions?