

Dubai Customs holds its “Al Furdah Honours”

Dubai to Host Fourth Global Congress on Combating Counterfeiting and Piracy

Dubai Customs launches IPR media campaign

Dubai, 10 June 2007: In a remarkable initiative that reinforces the position of Dubai as the main business hub in the region and more and more involved in protecting intellectual property rights, Secretary General of the World Customs Organization (WCO), Mr Michel Danet, announced today that Dubai would host the Fourth Global Congress on Combating Counterfeiting and Piracy that will take place from 5-7 February 2008.

This important global event is being organised by the WCO, with the support of Dubai Customs, in partnership with Interpol, the World Intellectual Property Organization (WIPO), the International Chamber of Commerce (ICC) through its BASCAP initiative, the International Trademark Association (INTA) and the International Security Management Association (ISMA).

The announcement was made during a meeting of the Congress Steering Group which met at Dubai Customs headquarters in June.

In making the announcement, the WCO Secretary General welcomed the support of Dubai Customs and stated that these Global Congresses (Brussels, Belgium 2004; Lyon, France 2005; and, Geneva Switzerland 2007) have become the premier international forum for shaping practical strategies to combat counterfeiting and piracy and that this was the first time that the Global Congress would be held outside Europe.

Mr. Danet said “The Congresses were aimed at promoting best practices and the sharing of information among and between enforcement agencies, the judiciary, policy makers and the private sector”. He added that “The Fourth Global Congress is expected to identify concrete solutions to the global problems generated by the growth in counterfeiting and piracy and to further raise awareness of the serious impact this illegal trade has on the health and safety of consumers”. He also stressed that “organised crime is heavily involved in this underground and lethal economy that could only be fought collectively and through extensive international cooperation”.

The WCO announcement was made during the Dubai Customs “Al Furdha Honours” ceremony rewarding 85 Customs Inspectors for their great achievements and showing appreciation to the Media for working hand in hand with Dubai Customs for the prosperity of Dubai. Al Furdha is the ancient name for Dubai Customs and the place where HH the late Sheikh Rashid used to rule.

During the event, Mr. Ahmed Butti Ahmed, Dubai Customs Director General, also announced the launch of a comprehensive media campaign on intellectual property rights in Dubai. He noted that Dubai Customs had chosen the IPR concept as it was the theme of the international Customs community for 2007 and would complement the efforts that would be invested in the Fourth Global Congress. “Starting from today you will notice various messages being communicated through different media channels in 3 phases: educating the public on IPR; reinforcing the awareness and value of IPR; and the Fourth Global Congress,” he added.

“To raise awareness about IPR across the region, the GCC countries were invited, in cooperation with the Federal Customs Authority, to attend workshops that were organised last April by Dubai Customs’ active IPR Section. The purpose of these workshops was to unify efforts, exchange information and better understand infringements of Intellectual Property Rights, train Customs administrations on fighting piracy, and receive presentations on the latest techniques in identifying fake products,” Mr. Ahmed Butti Ahmed said.

It is worth noting that the Third Global Congress on Combating Counterfeiting and Piracy that was convened in Geneva in January 2007 under the Chair of WIPO was attended by over 1,000 delegates representing 107 countries from around the world.

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