# Omnix and Autodesk to help UAE MoE in promoting IPR protection and curbing software piracy

*Strategic alliance hosts unique workshop aimed at increasing awareness on how to identify differences between genuine Autodesk software and counterfeit copies*

DUBAI, UAE, July 21, 2013 /EINPresswire.com/ -- Omnix International, an authorized distributor for Autodesk products in the Middle East, has partnered with Autodesk, a world leader in 3D design software for entertainment, natural resources, manufacturing, engineering, construction, and civil infrastructure, to help the UAE Ministry of Economy (UAE MoE) reinforce its campaign against the proliferation of design software piracy while at the same time also promoting the need to protect Intellectual Property Rights (IPR). In line with this, the strategic alliance hosted a training workshop recently at the Al Hamra Hotel in Ras Al Khaimah. The event, which was attended by UAE MoE inspectors, was designed to increase awareness on how to distinguish between genuine and authentic Autodesk software and counterfeit copies; learn more about the Autodesk License Compliance Process and essential information on IPR Protection. The training reflects the three parties' initiative to work together and improve software license compliance through awareness campaigns, training workshops and inspections.

With the growing popularity and demand for cultural products like films, audio and software, the rampant increase of piracy has become a major concern among governments and consumers. In fact, recent industry reports have shown that widespread counterfeit software have caused a total of over USD 60 billion in global losses in 2011—with the Gulf region suffering a loss of about USD 850 million. Speakers during the event highlighted the negative impact made by software piracy on the social and economic development of the country. They also shared that computers utilizing genuine software work better and faster than those using pirated software, which present higher security risks and are affected by viruses easily. The workshop proved to be very timely for the UAE MoE as it has given their inspectors newfound knowledge on how to distinguish genuine software from counterfeit versions during visits and inspections to UAE companies. The ministry's anti-piracy campaign plays a significant role in the move to consolidate the country's reputation as a leading advocate of IPR in the Middle East.

"In the Middle East region, the UAE has been rated with the lowest instances of software piracy. Despite this, the country is still implementing key measures that will put a full stop, zero occurrence of piracy in business through the MoE," said Ahmed Sanobar, License Compliance Manager – Gulf, Autodesk. "Reducing the piracy rate in the region translates to greater economic benefits. With this in mind, we have partnered with Omnix and the MoE to add further merit to this campaign. To date, we have been sending correspondence to our customers on the importance of IPR protection. We are also now joining MoE inspectors on their visits to various companies in the UAE and are helping increase awareness of the negative impact made by using counterfeit software."

The workshop highlighted the many benefits to be gained from using authentic Autodesk AutoCAD family products and Autodesk suites. The day-long workshop also covered other key topics like following through on the paperwork process of the Department of publishing and copyrights; the UAE

IPR law; an introduction to Autodesk as a company and their product portfolio and their LC process.

"We commend the UAE MoE for their continuing efforts in curbing the use of pirated software across companies here. We are pleased with the overwhelming response made by today's attendees, whom we have taught on how to identify authentic software from counterfeit. Working closely with Autodesk and the MoE has complemented our strong commitment towards providing our customers with products that not only integrate the best in available technology but also positions them one step ahead of their competition," concluded Dr. Jayant Deshpande, Director – CAD Division, Omnix International.

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