

UAE Intellectual Property Awareness Drive spearheaded by the Japan External Trade Organization

DUBAI, DUBAI, UAE, March 1, 2018 /EINPresswire.com/ -- The Middle East Intellectual Property Group (ME-IPG) of [Japan](#) are conducting an education drive as part of their commitment to the fight against counterfeit goods. The events will be held at Festival City mall on March 2nd and March 3rd to educate the consumers on the risks and consequences of purchasing counterfeit products.

The education drive will include a presentation to the consumers showcasing actual products, the counterfeit versions and how to figure out the difference. It will also highlight the legal implications of such activities and how the UAE Government deals with it. Apart from adverse effect on the economy it also poses a risk to health and security.

The ME-IPG of Japan consist of 26 key Japanese companies of which 6 companies; Brother, Toyota, Nissan, Mitsubishi, TOSHIBA and NGK will have their products on display for comparison; the real Japanese product vs. the other fake products. In the fight against counterfeit goods, ME-IPG of Japan appreciates the support of EIPA, Dubai Customs, Dubai Economy and Dubai Police. Key representatives from the Government bodies are also expected to attend this event.

About Middle East Intellectual Property Group

Middle East Intellectual Property Group (ME-IPG) is a non-profit organization coordinated by the Japan External Trade Organization ([JETRO](#)) and was established on 24th of February 2016. ME-IPG consists of 26 Dubai-based Japanese companies and the Consulate General of Japan in Dubai. Activities of ME-IPG are funded by the Japan Patent Office with the main purpose of strengthening the network of Japanese companies and IP related organizations for IP protection in the Middle East.

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Department of Economic Development officials seized millions of pieces of counterfeit goods last year

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