

# **Abier Wasouf Global Anticounterfeit Counsel**

**Danfoss Intellectual Property Department**

2018 - the first to raise Danfoss flag on one of the 7 summits in the Globe



2019 - Awarded by Danfoss One of the 5 employees who walked extra miles for Danfoss

2020 - Frontline Passion behavior Ambassador



# Awarded by Dubai and Abu Dhabi Customs as a woman fighting counterfeit in the MEA Region.



# is a key.

- It is one circle – all connected
- We ALL share the responsibility



# Business growth as a result of great IP protection

- **MENA** business growth in 2019 is 24%
- **UAE** business growth in 2019 is 11%
- **Nigeria** – Population Approx. 190M with huge business opportunities – No IP protection – No Business.

# Sectors – a win win situation

## 1. Protection of IP assets

- a) brand value
- b) bad quality of counterfeits which damage brand reputation

## 2. Health, Safety and Environment (HSE)

- a) Safe country - Protecting lives.
- b) Protect environment by maintaining global standard.
- c) Reduce energy consumption.

## 3. Economy Growth

- a) Healthy environment for investment - Fight corruption.
- b) Long terms investment – businesses and country can grow together. Give back to the local community.
- c) Encouraging innovation – Patent protection.

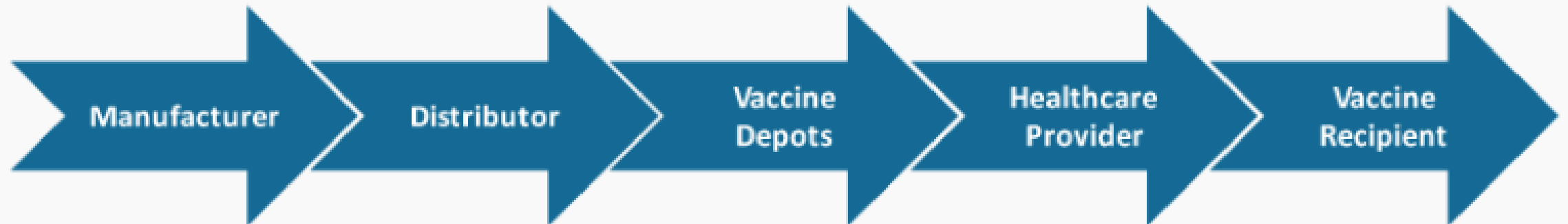
# Protection of IP assets

Partnership between right holders and Law Enforcement Authorities through:

- a) **Awareness** Law enforcement and society.
- b) Training
- c) Continuous support – exchange intelligence, face to face meetings.
- d) Speak openly about challenges and share best practice experiences in other jurisdiction.
- e) Transparency and efficiency
- f) Strong IP law and enforcement
- g) Fight corruption

- Medicine and food

## Cold Chain Safety – a Shared Responsibility





# Health, Safety and Environment (HSE) - Food wasting

- As per Food & Agriculture Organization of UN - Food losses and waste amounts to approx. **US\$ 310 billion** in developing countries.
- In developing countries food waste and losses occur mainly due to **cooling facilities**. With the absence of proper cold storage facilities, products are often wasted.
- This amount could feed almost **half of the world's population.**

# Grenfell Tower – London – 79 people died

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**We all share the responsibility!**

**Cooperation is a key.**



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