



## January 2013

# Anti-counterfeiting Successes in the Middle East in HP's fiscal years 2011, 2012 and 2013 to-date

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### **UAE:**

In September 2012, significant results of an intensive investigation into a company manufacturing and distributing counterfeits in the United Arab Emirates were gained. In a comprehensive enforcement action, the local authorities raided several premises of the organisation and seized almost 1,500 fake print cartridges, which were ready to be sold to the local market. In addition, they confiscated over 3,000 empty print cartridges as well as more than 6,200 flat boxes and over 1,500 fake security labels. The product and packaging components were intended as material to assemble further counterfeit products.

### **Kuwait:**

In September 2012, local authorities took action against two Kuwaiti companies, which were distributing and selling fake printing supplies for HP printers. In a retail shop of the first company, they seized around 6,500 finished fake inkjet and over 13,000 finished fake laser print cartridges. At the second company, the officials confiscated almost 30,000 ready-for-sale counterfeit inkjet and almost 40,000 ready-for-sale counterfeit laser print cartridges in a retail shop and a warehouse.

### **Saudi Arabia:**

In September 2012, local authorities of the Kingdom of Saudi Arabia carried out combined enforcement actions at three companies involved in the distribution of fake printing supplies. During separate raid actions, officials seized over 20,000 fake inkjet print cartridges and more than 100,000 counterfeit laser print cartridges, all of them ready to be sold on local markets. As a further result of the raids, over 30 people were detained by officials.

### **Egypt:**

In late 2012, local authorities in Cairo frustrated the plans of an international network dealing in fake printing supplies for HP printers. Raiding a showroom and a storage facility, they seized over 2,000 finished counterfeit inkjet and more than 4,000 finished counterfeit laser print cartridges as well as around 400 empty print cartridges. In addition, large quantities of components were seized, including more than 1,300 boxes of toner powder and liquid ink for refilling print cartridges.

### **Saudi Arabia:**

In August 2012, local authorities made a stand against a major company selling counterfeit printing supplies for HP printers in Jeddah and Madina. In simultaneous raids, Saudi officials confiscated over 30,000 fake laser print cartridges, more than 10,000 ready-for-sale inkjet print cartridge counterfeits and 2,000 fake security labels. The goods had been stored in several showrooms and warehouses in the two cities.

goods, such as machines, spare cartridge parts and bags were seized. Three people were arrested by the authorities.

**UAE:**

In August 2012, local authorities stopped the comeback of a company dealing in counterfeit printing supplies for HP printers in Dubai. During a combined raid of three different company locations, officials confiscated over 1,400 ready-for-sale fake laser print cartridges, more than 7,000 flat laser boxes for illegal re-packing and almost 24,000 fake laser security labels. In addition, 900 items for manufacturing the fake goods, such as machines, spare cartridge parts and bags were seized. Three people were arrested by the authorities.

**UAE:**

In March 2012, UAE authorities successfully took action against the distribution of counterfeit printing supplies products. In a targeted enforcement action, they raided storage facilities and the showroom of a local printing supplies vendor. In total, officials confiscated around 140,000 counterfeit flat boxes, 9,000 fake security labels, 1,500 empty laser print cartridges as well as nearly 100 finished fake print cartridges. In addition, a large quantity of counterfeit packaging material was confiscated, totalling around 450,000 print cartridge bags as well as 250,000 print cartridge labels.

**UAE:**

In February 2012, UAE authorities achieved a new important success to safeguard the local market for honest HP Business Partners and customers against fake products. In a series of raids, they confiscated over 35,000 finished fake print cartridges, 320,000 counterfeit flat boxes, more than 24,000 empty laser print cartridges as well as 20,000 counterfeit laser security labels. The actions targeted several interconnected companies and included company facilities as well as various apartments used as warehouses. During the enforcement action, four persons were arrested by officials.

**Bahrain/UAE:**

In August and September 2011, Middle East authorities have continued to take decisive action against counterfeit products for the benefit of every honest person in the market. In the space of just one month, several large-scale enforcement actions have been carried out against companies distributing counterfeit printing supplies for HP printers in Bahrain and the UAE. In total, local authorities in co-operation with HP have thus confiscated more than 100,000 fake cartridges and components from counterfeiters.

**Turkey:**

In June 2011, Turkish authorities have achieved a new success in removing sources of counterfeit printing supplies for HP printers from their markets: in co-operation with HP, they have conducted a large-scale raid action against the assembling of fakes. The enforcement action directly followed up on a recent action against a connected manufacturing facility in May. In both actions, the authorities confiscated more than 20,000 counterfeits and components in total.

**UAE:**

In February 2011, UAE authorities in co-operation with HP have dealt a devastating blow to counterfeiting in the region: with a large-scale enforcement action in Dubai and Ajman, they took decisive action against a major manufacturer and distributor of counterfeit printing supplies for HP printers. With a total of almost 800,000 illegal items confiscated, this marks the biggest local seizure since the start of the ACF Programme.

**Middle East:**

In February 2011, authorities in four different Middle Eastern countries took decisive action against companies assembling and distributing fake printing supplies. In major cities of Qatar, Saudi Arabia, the UAE and Yemen, local authorities raided stores, showrooms and warehouses. In total, officials confiscated close to 13,000 fake finished inkjet and nearly 19,000 counterfeit ready-for-sale laser print cartridges.

**Saudi Arabia:**

In December 2010, local authorities in Saudi Arabia have achieved an important blow against key sources of counterfeit printing supplies for HP printers. In two Saudi cities, they clamped down on major distributors of fakes and, with the support of HP, seized more than 8,000 counterfeit print cartridges and components.

**February 2013**

## **ACF press articles in the Middle East**

in HP's fiscal years 2011, 2012 and 2013 to-date

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Below you will find a selection of online and print articles about recent anti-counterfeiting successes, which were published by media in Middle East in HP's fiscal years 2011, 2012 and 2013 to-date.

### **Online articles**

For an overview of articles that were published online in Middle East, please refer to the list below. In order to view an online publication, please click on the respective link.

- [IndiansinKuwait News](#) (Kuwait)
- [AME Info](#) (UAE)
- [The Recycler](#) (UK)
- [ITP Net](#) (UAE)
- [Khaleej Times](#) (UAE)
- [AME Info](#) (UAE)
- [Gulf News](#) (UAE)
- [The National](#) (UAE)
- [AME Info](#) (UAE)
- [The Gulf Today](#) (UAE)
- [The Gulf Today](#) (UAE)
- [AME Info](#) (UAE)
- [Business Intelligence](#) (Middle East)
- [Arabian Business](#) (UAE)

## Print articles

The following print articles were published by newspapers or magazines:

ArabTimes, Kuwait

# HP Kuwait Highlights Latest Product Innovations & Technologies against counterfeits

Evolving technologies including HP Mobile Authentication and Software Authentication help protect consumers and businesses against fake merchandise.

HP announced earlier today as part of their ongoing fight against counterfeits, new product innovations and technologies that will build further leadership momentum around printing and workflow solutions. The event was in the form of an interesting panel discussion with speakers from HP, Microsoft and Sheikhha Rasha Naif Al Jaber Al Ahmad Al-Sabah, Director of IPR at the Kuwait Ministry of Commerce and Industry. The event was well attended by HP's customers, partners and key media representatives.

"Awareness is key when it comes to fighting counterfeit products and it's our constant endeavor to update customs, law enforcement authorities, our channel partners and our valuable customers on the latest products and technologies that help spot suspicious printing supplies," said Omar Draghmeh Managing Director, HP Kuwait. "Our focus is always to give customers the quality and reliability they can count on. Our new labels on cartridges feature sophisticated holographic prop-

erties as well as a new Quick Response (QR) code which customers can easily validate using a web-enabled smartphone or online via a new HP web page. We are investing heavily to protect our partners, distributors and customers across the Middle East region."

Officials from the Kuwait Chamber of Commerce, Microsoft and HP discussed the challenges posed by counterfeit goods and piracy to Kuwait and the wider Middle East region. The participants affirmed that education and increased vigilance, as well as evolving technologies including HP Mobile Authentication and Software Authentication will help protect consumers and businesses against fake merchandise.

HP's Mobile Authentication technology enables customers to verify the authenticity of their cartridge prior to purchase through the validation of coded security labels on both inkjet and LaserJet cartridges. Subsequently, customers can also validate cartridge authenticity by using

the HP Software Authentication solution installed in HP printers.

The HP Anti-counterfeit Programme EMEA is making great progress in the fight against counterfeiting of its print cartridges and in protecting end-users and HP channel partners from falling victim to this illegal activity. All over EMEA, over the last four years, HP has conducted nearly 1,000 investigations, resulting in over 800 enforcement actions (raids and seizures by authorities) and nearly 9 million units of counterfeit products and components seized, thus preventing them from being sold in the EMEA marketplace and beyond.

The HP ACF Programme encourages the reporting of information on suspicious printing supplies products or offers, no matter where the information comes from. Every lead is acknowledged and assessed and further action is taken as appropriate. There are several reporting channels through which suspicions can be reported to the Programme.





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— Photos by Joseph Shagra



# UAE clampdown on counterfeits

## Fake goods take a \$1.7t hit on world economy

Arvin S. Cabral

ABU DHABI — International technology giants have teamed up with the United States in their war on counterfeit goods, a pressing problem that grips the overall global economy, a trillion-dollar hit.

According to a study by the Organisation for Economic Co-operation and Development (OECD), the total impact of counterfeiting on international trade alone is pegged at \$775 billion annually.

Another research from Statista showed that there is a \$1.7 trillion impact globally, with estimates of \$967 billion and \$634 billion in international and domestic trade respectively, while \$240 billion accounts for digital piracy.

On a regional scale, in the printing industry, a total of 3,348,276 copies worth have been confiscated in the Europe, Middle East and Africa region so far this year. The UAE is on top of the list, having been subject

adviser to the region's business hub, with 392,787 seizures. Saudi Arabia (388,192), Ethiopia (363,246), Kuwait (224,115) and Qatar (91,492) stand out the top five seizure targets of counterfeiters.

Technology behemoths Hewlett-Packard and Microsoft and the United States demonstrated their commitment in overcoming this challenge, announcing an other important sector of major exports in China, Technology Week 2012.

A presentation of a joint press conference by IED, Microsoft, the United States and Samsung showed that counterfeiters are using advanced technology, making it almost impossible to distinguish fake from real items. In turn, this scheme has horrendous impacts on the economy, such as the reduction of government revenues and foreign direct investment and harming brand reputation, as well as putting jobs at risk and increasing criminal activity.

In the UAE alone, authorities

have conducted numerous raids to arrest these offenders. Confiscated millions of these items in Dubai led to the seizure of over 50,000 illegal items from a repeat offender, since that a year after British officials had raided their operations from the same organisation.

The current raids recovered fake printer cartridges and memory cards, as well as the machinery used in production thereof. This is the third police raid in 2012; the total number of fake items confiscated in the UAE since 2011 is now up to over two million.

In Dubai alone, approximately 400,000 counterfeit and unapproved items have been seized since from illegal groups. This month alone, there are already around 42,000 seizures.

A major target of counterfeiters in the IT industry is stolen data — it is reportedly just illegally employed — can grab big payoffs for criminals, possibly even bigger than legitimate

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### 36 INTERNATIONAL

## UAE ups war on counterfeit stuff

FROM PAGE 3

business owners. Protecting their business property rights is of great importance, says Rami Ibrahim, head of the legal services at the law firm, and says the government should take more steps to protect and enforce their rights.

Another source of counterfeit and fake goods is counterfeit goods. The United States has been a major target of counterfeit goods, with the US government spending billions of dollars to combat the problem.

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**66** The results of the collective IP protection measures in the UAE and the efforts to eliminate piracy are quite remarkable.

Sayeh Yousang



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**Counterfeiters beware**

## CRACKDOWN ON FAKE PRINTERS

**Manufacturers of fake printers and accessories to face enforcement action, warns HP official**

BY JAY B. HILDTIN  
CHIEF REPORTER

**DUBAI** Sophisticated manufacturers of fake printing items who have targeted the UAE as their operations hub will face relentless enforcement action, an Hewlett Packard official has warned.

The warning came following a series of raids in recent months that yielded millions of knockoff printing products, some of which look strikingly similar to the real items.

Ernest Azzam, HP's laser and enterprise solutions business manager, said: "Countries such as the UAE... function as transport hubs for counterfeiters due to their large ports and extensive transportation links."

Since 2011, the UAE authorities have seized over two million counterfeit components destined for HP printers alone. "That's a



DUBAI FREE ZONE PHOTO

**SHAM:** Fake laser print cartridges seized from a manufacturer of bogus printing items

significant figure and indicates that counterfeiters have targeted the UAE as a major focus of their operations. As the seizures indicate, HP and law enforcement agents are fighting back successfully."

The official has also urged users to report counterfeiting incidents. HP uses a free software that allows users to validate whether an installed ink cartridge is genuine or not.

An industry report shows counterfeiters account for eight per cent of revenues from sales of imaging supplies in Europe, the Middle East and Africa (EMEA).

Research firm Gartner estimates that EMEA's printer, copier and multi-functional product market stood at €14.4 billion (Dh66 billion) in 2008. HP announced on June 3 the largest seizure of counterfeit HP printing supplies, blamed for causing leaks and being prone to failure.

The US-based company, which established its anti-counterfeiting programme in the region in 2006, has announced that its second enforcement action this year yielded 850,000 illicit printing items. The official said counterfeiters undermine the trust customers have in the original printing supplies.

"What is particularly frustrating," said Azzam, "is that purchasers often believe they're receiving original quality, but instead find themselves with inferior fakes."

Surprisingly, he said that while counterfeit printer items mostly originate from Asia-Pacific, there's an increasing number also originating from the Middle East as well as Eastern European countries. "Infringers are often running legitimate business with original printer supplies, but in parallel, they also distribute and sell counterfeit products."

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**Open Morning Tuesday, 12<sup>th</sup> June 2012**



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**Jumeira Baccalaureate School**

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**Programme**

8.30am Welcome and Refreshments

9.00am Tours of the School, including our new Secondary building

10.00am Headteacher Information Sessions

There is a waiting list for KG1 and KG2, limited availability for Pre-KG for 2012/13 places. Visit [www.jbschool.ae](http://www.jbschool.ae) to apply online or call us on T: 04 344 6931 for more information.

\*Candidate school for the IB's Diploma Programme. [www.ib.org](http://www.ib.org)

We are open for adm for Pre-K to Grade 11 for September 2012.

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