



## **Brand Protection Group Lebanon receives Global Anti Counterfeit Award in Paris**

*- BPG Lebanon rewarded for its outstanding fight against counterfeit in Lebanon -*

**Beirut, July 2007:** Once again, the name of Lebanon is shining! The Brand Protection Group (BPG), an association launched in 2003 by 21 of the biggest international, regional & local companies to fight counterfeit in Lebanon, was honored with the Global Anti-Counterfeit Award during a ceremony in Paris attended by Mr. John Anderson, Chairman of the Global Anti-Counterfeiting Group, Mr. Henri Giscard d'Estaing, President of Club Med and Mr. Marc Antoine Jamet, President of the "Union des Fabricants". The "Big Beasts" of the anti-counterfeiting world were gathered to recognize the outstanding achievements against counterfeit goods.

Brand Protection Group was awarded for its outstanding work as an association for fighting counterfeit products on the Lebanese market as well as for its holistic media campaign.

Kawkab Sinno, coordinator and spokesperson for BPG Lebanon, thanked all the judges, the GACG and the organizers for giving BPG Lebanon the privilege of winning the international award. She also stressed on the big efforts and support BPG association is receiving from the government and public institutions. "Without the help of the Lebanese public sector, we wouldn't have achieved all our successes".

May Fayad, head of the marketing and PR committee, declared when receiving the award: "We are honored with this global recognition to our efforts in fighting counterfeit, and in educating the public through our awareness building campaigns". She thanked as well the Lebanese media stations for their contributions as well as the communication agency Leo Burnett.

Nadim Abboud, member of BPG executive board, shared the award with the companies' member of BPG, the government partners as well as the diplomatic and non-diplomatic stakeholders supporting the BPG. "This is a tribute to our country Lebanon", he said, confirming that the struggle to curb counterfeit will continue with the same witnessed dynamism on all fronts.

The GACG annual award is held for the 9<sup>th</sup> time this year and as usual on the occasion of the World Anti Counterfeiting Day to recognize the outstanding achievements and calls beyond duty, against counterfeit across the globe.

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**Note to Editors:**

The Brand Protection Group – Lebanon, formed in 2003, strives to raise awareness of the social and economic effects of counterfeiting in government as well as in the general public. In 2005, BPG Lebanon launched a national awareness campaign under the message “Ask for your right. Refuse counterfeit products” and repeated it in 2006/2007.

The Global Anti-Counterfeiting Group (GACG) is an international network of national and regional anti-counterfeiting associations. The network aims to assist in the exchange of information and best practice for lobbying and working with international government organizations involved in IPR enforcement; to work together to raise awareness of the international dimension of the social and economic impact of the trade in fakes; to help co-ordinate brand owner support for international law enforcement agencies and to foster new members of the network, including the formation of national anti-counterfeiting coalitions.

World Anti-Counterfeiting Day was established in 1998 by the GACG network members following the lead of the French Union des Fabricants which traditionally holds an annual event to focus on different aspects of the trade in fake and to target different audiences such as children. In previous years events have been held at appropriate venues including international airports, ports, railway stations and autoroute toll plazas in the UK, Germany, Italy, Sweden, Denmark, Finland, USA and Spain. These events have also provided occasions for the release of anti-counterfeiting activity research results and commentary, and special messages by the various national and regional anti-counterfeiting groups.