



**Licensing Executives Society – Arab Countries**

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

عضو في طلال أبوغزاله فاؤنڊيشن

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## LES-AC Organizes Pharmaceutical Licensing Training Course



جمعية خبراء التراخيص - الدول العربية  
Licensing Executives Society - Arab Countries

### Pharmaceutical Licensing Training Course

**Date:** 16, 23, 30 November 2019  
**Language:** English  
**Time:** 9am-2pm  
**Location:** General Administration TAG.Global Building / 46 Abdel Rahim Al-Waked Street, Shmeisani, Amman, Jordan  
**Registration Fees:** (300) JOD.

**For More Information**  
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**Course Modules:**  
**Module 1:** Introduction/ Intellectual Property | **Module 2:** Licensing and franchising  
Why? How to start?(market analysis)  
Major considerations  
Monetary model and Valuation  
**Module 3:** After deal-implementation kickoff - Case studies  
Understand the value of monitoring and evaluation of the signed contract  
Analyze some actual case studies  
Practice the above skills and knowledge in a simple role play

Amman - Licensing Executives Society - Arab Countries (LES-AC) will hold the Pharmaceutical Licensing Training Course on November 16, 23, 30, 2019 .

Over three days, the course will focus on several key themes, Introduction/ Intellectual Property, Licensing and franchising and After deal- implementation kickoff.

Rasha Hinnawi is currently working as a trainer with the Licensing Executives Society Arab Countries. Dr. Hinnawi was a pharmaceutical business consultant at Triumpharma (pharmaceutical and clinical studies' center). Also she worked as a senior researcher at National Competitiveness Team and is the co-founder of Observatory of Competitiveness at the Ministry of Planning.

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## **LES-AC was attend the launch of study results identifying low-income areas under the patronage of HRH Prince El Hassan bin Talal**



HRH Prince El Hassan bin Talal, chairman of the Higher Council for Science and Technology, on Sunday attended the launch of the results of the Integrated Context Analysis (ICA) conducted in Jordan.

The ICA is a research tool implemented by the UN World Food Programme in a number of countries, and used in the Kingdom to identify the poorest areas.

LES – AC participation was to conduct the adaptation through partnerships with NGOS in the different sectors.

## ‘Abu-Ghazaleh’ and Abu Dhabi Customs Sign MoU in IP Protection Field

ABU DHABI - A memorandum of understanding (MoU) was signed between Abu Dhabi General Administration of Customs and Talal Abu-Ghazaleh for Intellectual Property (AGIP) at the Customs Headquarters in Masdar City to enhance cooperation in the field of Intellectual Property Rights (IPRs) protection.

The MoU was signed by Executive Director of Technical Affairs of Abu Dhabi Customs, Mr. Salem Saeed Al Rumaithi, and Ms. Yousriya Abu-Elezz, Regional Executive Director at Talal Abu-Ghazaleh Global, in the presence of HE Dr. Talal Abu-Ghazaleh, AGIP founder and chairman, HE Mr. Mubarak Matar Al Mansouri, Executive Director of Abu Dhabi Customs Operations Sector, and Mr. Fahad Ghareeb Al Shamsi, Acting Executive Director of Administration Affairs of Abu Dhabi Customs.

The MoU affirms the keenness of the two parties to strengthen cooperation and strategic partnership to achieve shared goals: protecting



intellectual property rights; preventing commercial fraud, piracy and trademark counterfeiting, as well as enhancing strategies for developing creative ideas using Artificial Intelligence, Big Data Analysis and Information and Communication Technology in a mechanism that ensures opening new horizons for creativity and innovation instead of counterfeiting and imitation.

“Signing of the MoU with AGIP emanates from the vision of Abu-Dhabi Government which aims at coordination and cooperation between government departments and their partners in the public and private sectors. The MoU also aims at maximizing benefits from available resources and capacities of each party, achieving mutual integration to

strengthen bilateral efforts in enforcing IPRs by using the latest global practices to achieve common interests,” Al Mansouri said.

Meanwhile, Mr. Al Rumaithi noted that the MoU aims at strengthening joint cooperation in terms of developing IP protection activities, protecting owner rights of legally-registered trademarks against the entry of illegal goods that compromise their rights by supporting specialized cooperation in IPRs field to provide assistance and training on how to distinguish between original and fake goods. Protecting and enforcing IPRs will positively reflect on the economy of Abu Dhabi by creating an attractive investment environment that combats bad practices and prevents

the spread of fraud and other economic effects and health risks that impact the UAE society.”

For his part, Dr. Abu-Ghazaleh stated that AGIP has been working for years on supporting cooperation with Government entities concerned with IP protection particularly with the Abu Dhabi General Administration of Customs.

“Through this MoU, AGIP seeks to enhance protection against piracy, fraud and counterfeiting of trademarks by providing information and clarifying differences between original and counterfeit brands using electronic development that facilitates digital exchange and review processes”, Dr. Abu- Ghazaleh said adding that: “Through our joint cooperation with Abu Dhabi General

Administration of Customs, we will organize a specialized program that includes awareness training courses and workshops for customs inspectors to facilitate their mission in identifying goods related to registered trademarks and to distinguish real trademarks from fake products using advanced technologies and practices that counterfeiters have no knowledge of.”

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**For more information, please contact us:**

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