

# Brief description for the copy fighting strategy in Egypt

# North East Africa Global Specialist in Energy management

- Present in Egypt since 1980
- Headquarter in Cairo
  - Branches in Alexandria and Tanta
  - Representative Offices:
    - in Khartoum (Sudan)
    - in Addis Ababa (Ethiopia)
- 1000 Employees
- Two factories in Egypt



# Products under threat of copying

- Residential Products

- Industrial Products

- Main purpose of these products

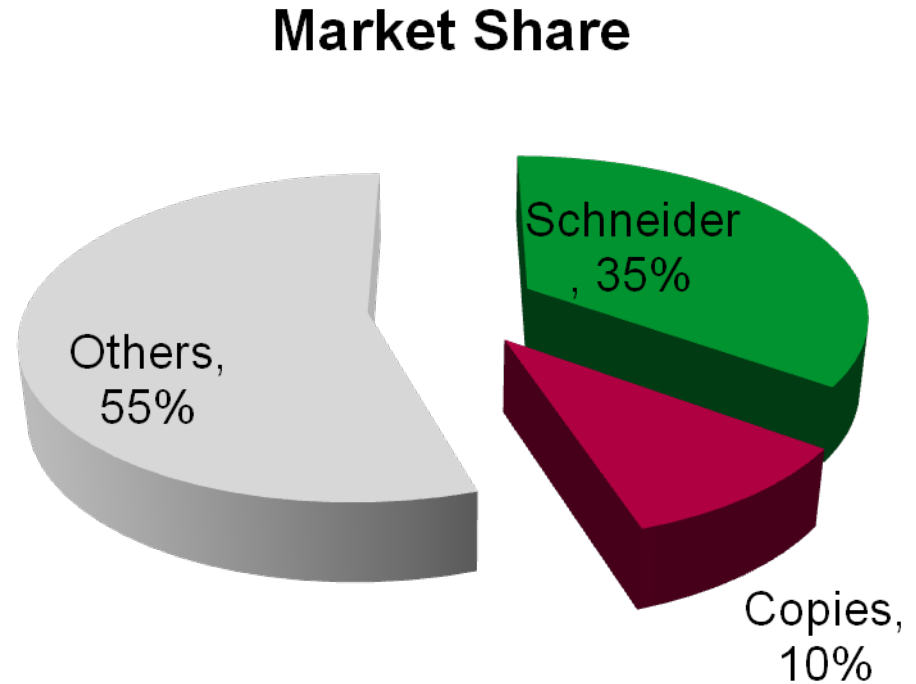
- People Safety, protection against Electrocutation
- Assets Protection, protection against fire

Incase of having electrical fault inside the network the product must trip to isolate the electrical system inside the building/entity to eliminate the risk of;



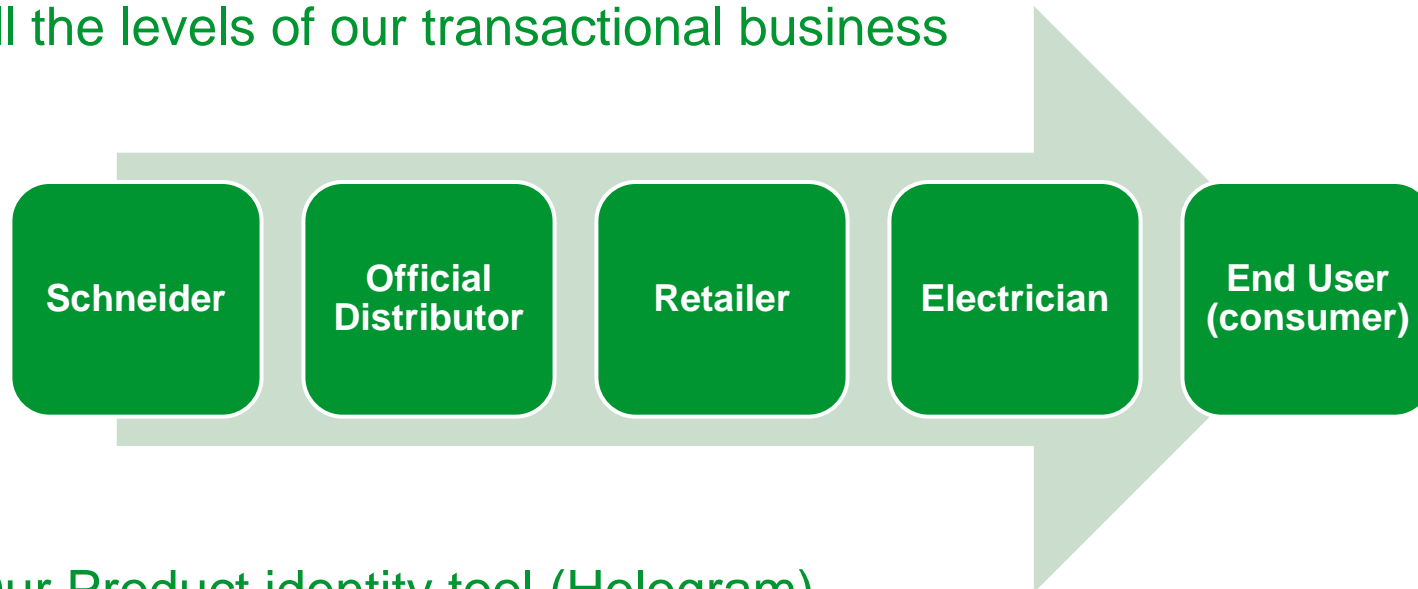
# Effect of copying our products

- Magnitude of the copies effect on the business
- Losing our Brand equity
- Decrease the ROI of any investment in the Egyptian market (decrease in the FDI)



# Copy fighting awareness campaign (1/3)

- Objectives; creating the minimum required level of awareness through all the levels of our transactional business



- Our Product identity tool (Hologram)

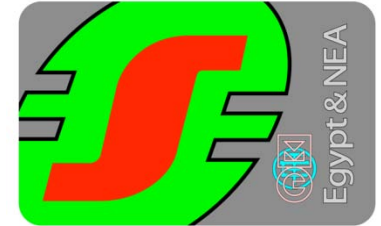
# Copy fighting awareness campaign (2/3)

- OD's & Retailers Animation Plan
  - Giving special identity for Schneider retailers to make it easier for the End user to know & buy from them
  - Animate the sales points (OD's & Retailers)
  - Awareness sessions for the customers
- Schneider Electrician Club
  - Electricians are a Key decision Makers in the Residential Market .
  - Special workshops are done for them to explain the consequences of using the Copied products & how to differentiate them .
- Advertising in Al-Ahram news paper to reach the end-user

# Copy fighting awareness campaign (3/3)

The DID® a major advance in counterfeit resistance;

- The color switch effect, when rotated 90°, is dramatic and easy to control by a non experienced viewer.
- The DID® is the only optical structure that exhibits this rotational type of optical effect and polarization change.
- Complexity of the technologies involved.
- Single source of production know how.
- The DID® approach is the future for optical security components.



0°



90°

# Why to fight against counterfeiting ?

The counterfeit products is a global worldwide problem leading to :-

- 1- Considerable financial loose at all levels of economic chain
- 2- Do not provide any guarantee of quality to their consumers who put their life at risk
- 3- An accident ( electrocution , fire ... ) caused by counterfeited product
- 4- Impact on the image of the trademark / industrial drawing owner
- 5- ..... ect

# *Intellectual Property Exertions*

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graph TD; A[Intellectual Property Exertions] --> B[Trademarks registrations & Industrial drawings]; A --> C[Copy fighting strategy];
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**Trademarks  
registrations &  
Industrial drawings**

**Copy fighting  
strategy**

# a) Trademark & Industrial drawings registrations

- Schneider's trademarks , Logos and industrial drawings are to be protected locally under the Egyptian intellectual property Law , to prevent any party from the violation or the unlawful use of those trademarks and drawings
- Those registrations takes place through the trademarks licenses agreement in which the Mother Company supports us with.
- Holograms:- To make a local protection for holograms in accordance with the Egyptian laws

# b) Copy Fighting strategy

## Why Do we fight Counterfeited Products ?

*The counterfeited products is a global worldwide problem leading to :-*

- 1- Substantial financial losses at all economic levels .
- 2- Do not provide any guarantee of quality to the consumers which put their life at risk .
- 3- Accidents ( ex.: electrocution , fire and body injuries ... etc. )
- 4- The counterfeited products will affect our good reputation in markets.

# methods of Fighting counterfeited products

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graph TD; A[methods of Fighting counterfeited products] --> B[Internal raids]; A --> C[Ports]; A --> D[Stop the trials of registering our trademarks or industrial drawings];
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**Internal raids**

**Ports**

**Stop the trials of registering our trademarks  
or industrial drawings**

# 1- Internal raids & its procedures

## “”Copy fighting Committee””

- Information from sales / marketing Departments with full fundamental data  
( ex...: dealers with copy , addresses , samples , warehouses , origin of the fake products )
- The marketing or the sales dept.s Transfer the file to Schneider’s legal Department to make a claim before the Ministry of Industry & Trade, with the counterfeited samples and our original samples and all legal protections documents.
- After the Investigation by the official officers, they set a date for the raid.
- The police raid confiscates the counterfeited products , then transfer the whole file to the trademarks authority to make their official report , after finishing their report , the file is transferred to the public prosecution.
- The Prosecution places a Legal action before the penal court ( First degree , second degree) and SEE’s legal Dept. follows up the case before all courts levels till the final judgment and then follow up also it’s execution.

## 2- Ports and the stopping of entering the Counterfeited products

- To obtain information from persons (forwarder , inspector & ...ect)
- Such information is concerned with shipment type ,date of arrival , shipment line ,quantity ,origin ,clearance certificate number & the name of the importer..etc.
- - To inspect the samples in a secret way before taking any official procedure.

(This step takes place by a one of our engineers and our lawyers to facilitate the entry to the port )

- After checking the counterfeited samples and confirming that it was a copied product, Schneider's the Legal dept. takes all the necessary Procedures to stop entering such products and confiscate it .

**An Example for A procedure taken by SEE's Legal Dept.**  
**against the customs authority & all the Heads of Egyptians Ports**  
**Requesting to stop entering counterfeited products through the EGYPTIAN**  
**Ports**

**SEE has placed such case to commit the Customs Authority and Ports not to release any shipment containing products using / and / or our Dimensions. And to obtain a prior approval from SEE before any custom release of imitated products.**

- This issue was followed-up before the courts for a period of 4 years .**
- SEE lost this case before the first degree**
- We won the case before the Court of Appeal .**
- Now we are coordinating with the Egyptian authorities to implement such Judgment.**
- We have some difficulties with the Egyptian authorities is that such judgment as the customs consider this is a kind of supervision by Schneider against customs.**

## 3- Stop the trials of registering trademarks or industrial drawing

- **Discovering registration cases of a trademark/ industrial drawings on behalf of others (Dealers - producers...) through publication in the trademarks & industrial drawing newspaper and good relationships with official officers.**
- **Objection** In the period specified in the law **on behalf SEE** as we are having our registered trademarks contracts. as we are entitled to do so .
- **Place lawsuits** In the period specified in the law **before the administration court “ state’s council “against such trials in order to cancel the registrations .**