



# Dubai Police Intellectual Property Crime and Business Excellence

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# Dubai-Today

5.7 mill people.  
210 different nationalities  
Vision 2021-Dubai

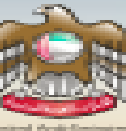
# DUBAI 1990

2021 خطة دبي  
DUBAI PLAN

Future 2071-Dubai  
2117-UAE  
Mars Scientific City

# DUBAI 2015

متويبة الإمارات 2071  
UAE CENTENNIAL 2071  
The World's Leading Nation  
أفضل دولة في العالم



***As criminal activities are increasingly complex, they require more than just technical skills to carry them out. Criminal entities are using emerging technologies to build networks and organisations to undertake complex transactions and multi-faceted transnational crimes. (WIPO, 2019)***





# What is Intellectual Property Crime?

## Intellectual Property Rights (IPR)



### Industrial property

- inventions (patents)
- trademarks
- industrial designs
- geographical indications of origin
- plant variety rights



### Copyright

- literary and artistic works
- performing artists in their performances
- producers of phonograms in their recordings
- broadcasters in their radio and television programmes

**Intellectual Property Crime**  
is any breach of intellectual property rights



### Counterfeiting

The manufacture, importation, distribution and sale of goods which falsely carry the trade mark of a genuine brand without permission and for gain or loss to another



### Piracy

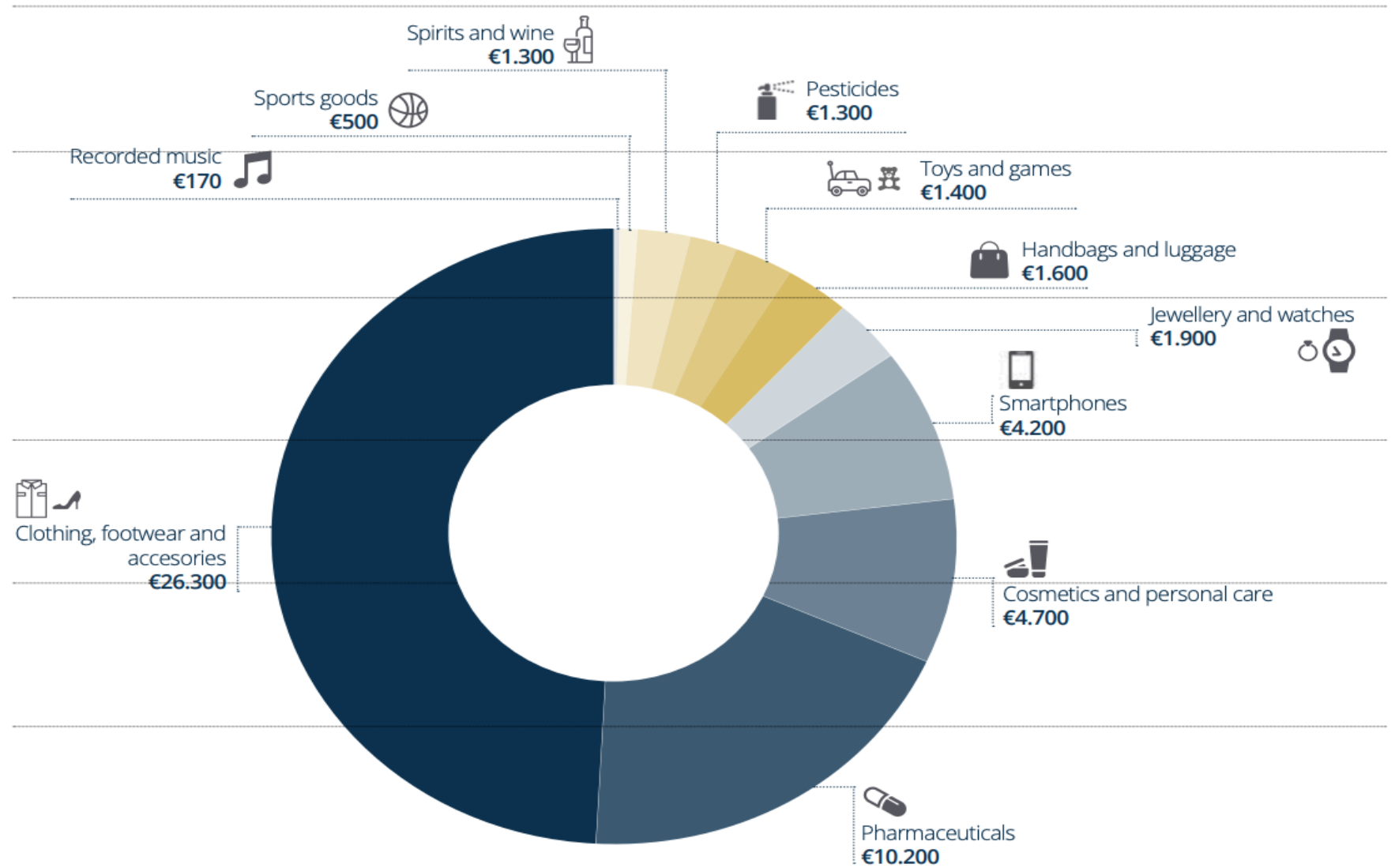
An unauthorised copying, use, reproduction, distribution of materials protected by intellectual property rights

Jiangling Motor Corporation's Land Wind and Jaguar Land Rover's Range Rover Evoque. Jaguar Land Rover won a legal case in March to prevent the Chinese car brand from selling its vehicle



# Economic loss per industry sector in Europe (million €)

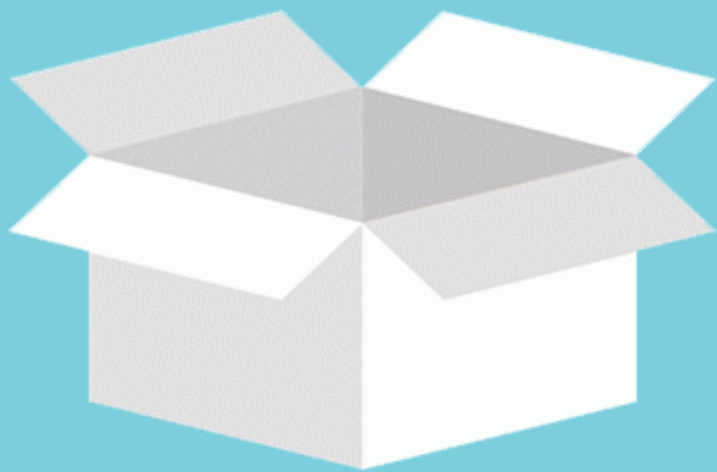
EU may be losing €60bn in annual sales through IP theft in goods and services (The Irish Times, 2019)



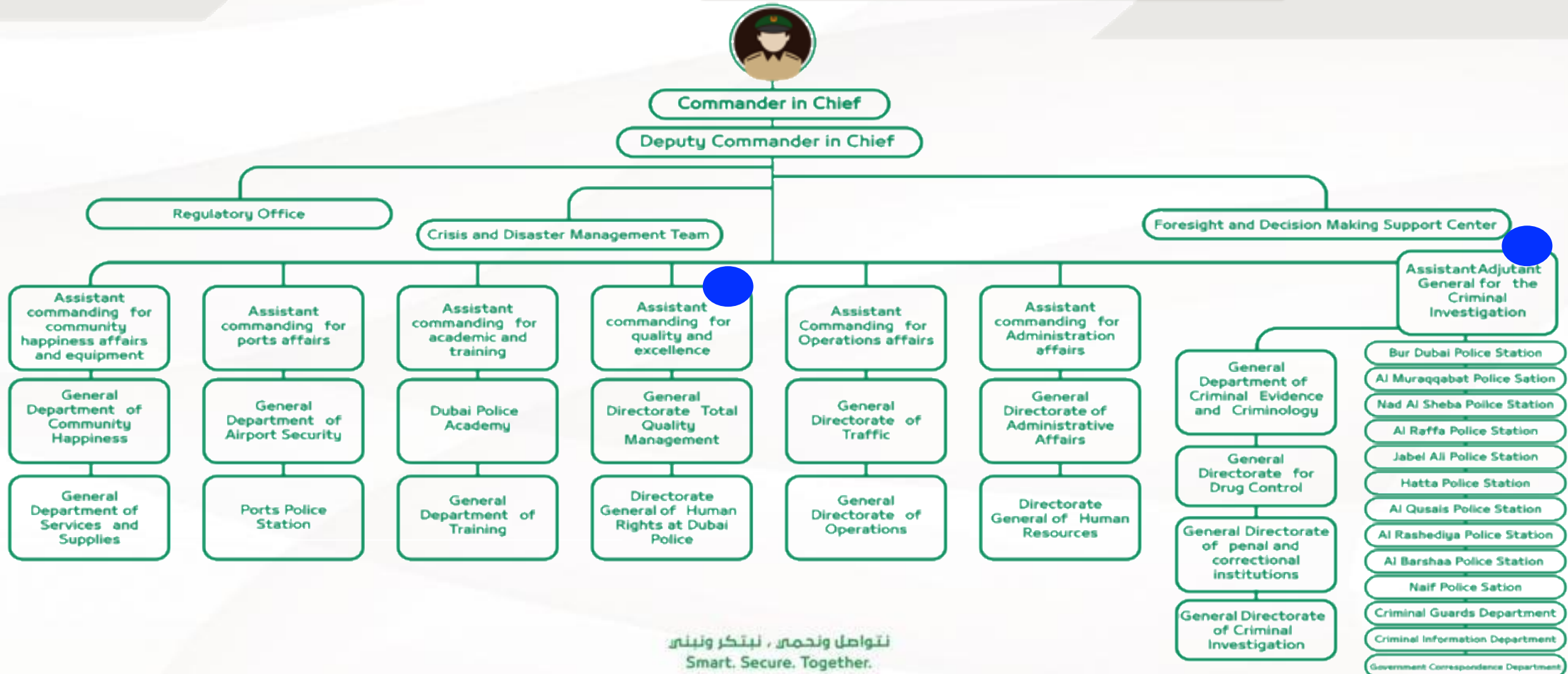
In 2019, Dubai Police stop 297 counterfeiting cases worth US\$700 Millions

Year	Luxury Products (Handbags, Watches, Jewelry)		Vehicle Parts		Cosmetics		Mobile Phones	
	No. of pieces	Estimated Value (AED)	No. of pieces	Estimated Value (AED)	No. of pieces	Estimated Value (AED)	No. of pieces	Estimated Value (AED)
2016	249,903	527,725,676	15,517	473,600	217,927	11,607,222	2,843	1,735,505
2017	256,244	406,425,129	45,720	1,292,400	339,186	13,192,436	344,294	6,132,093
2018	294,709	1,145,753,368	195,038	936,205	1,013,824	23,041,722	569,763	50,475,321
<b>Total</b>	<b>800,856</b>	<b>2,079,904,173</b>	<b>256,275</b>	<b>2,702,205</b>	<b>1,570,937</b>	<b>47,841,380</b>	<b>916,900</b>	<b>58,342,919</b>









**Vision:**

## Police Pioneering for a safe city

**Mission:**

We strive to make Dubai the safest and most secured city, through providing innovative smart services, global institutional excellence and professional development in alignment with modern technology utilized in an environment that promotes innovation and creativity aiming for community happiness.



### Strategic Directions



#### Society Happiness:

When we say that the aim of the government is to realize happiness, we mean just that.

-H.H Sheikh Mohammed bin Rashid Al Maktoum



#### Secure City:

The security and stability of the UAE citizens & community strata are strategic objective and a daily concern for us to ensure that our community remains the most happy, secure and stable socially and humanely

-H.H Sheikh Mohammed bin Rashid Al Maktoum



#### Innovation In Organization Capabilities:

Innovative governments are governments that attract talent, efficient in performance, renewable in systems, policies and services

-H.H Sheikh Mohammed bin Rashid Al Maktoum

### Strategic Goals



Safety & Security Enrichment



Confidence in Police



Community Happiness.



Safekeeping & Protection



Crisis & Disaster Management



Crime Reduction Rate



Responding to Emergency Situations



Road Fatalities Reduction



Managing the Human capital effectively and Efficiently



Managing the physical resources effectively and efficiently



Managing the Technical Resources effectively and efficiently



Enhance institutional performance effectively and efficiently

### Strategic Indicators

- Average percentage of public feeling of safety \*
- Average of percentage of drivers' feeling safety on the emirates' roads
- Average of Percentage of people feeling safe while walking alone at night in the city or area where they live \*\*\*

- Average percentage of public's confidence in Police \*\*\*

- Average percentage of Community Happiness

- Average of efficiency of applying international and national standards for airport security
- Average percentage of success rate for emergency, security and protection plans
- Average Percentage of escape cases from penal institutions

- Average percentage of success for Contingency Plans of crises and disasters (Actual Incidents) \*
- Average percentage of success for training plans and mock scenarios to handle crises and disasters.

- Overall average of crimes per (100,000) population
- Average of Disturbing Crimes per (100,000) population \*\*
- Average Percentage of known crimes from total disturbing crimes \*
- Average percentage of arrested persons from the all wanted persons among the emirate \*
- Percentage increase in arrest persons accused in drug report
- Percentage of crimes detected by examination and analysis of criminal evidence

- Average response time to various emergency situations. \*\*

- Road fatalities rate per 100,000 population \*\*

- The total number of policemen per 100,000 residents \*
- Average percentage of occupational happiness on department level
- Percentage of Emirati employees on department level

- Average percentage of compliance to government-approved budget
- Average percentage of planning efficiency in Resources and Assets Management on department level

- Average percentage of digital transactions for clients
- Average percentage of smart transformation of internal processes on department level

- Average percentage of improvement in performance
- Percentage of innovation readiness on department level





# UAE ranking in the security indicators of the global competitiveness report

Positive progress ▼  
Negative increase ▲

▼ 15	▼ 27	▼ 13	2018 ■
11	9	7	2019 ■



Reliability of police services



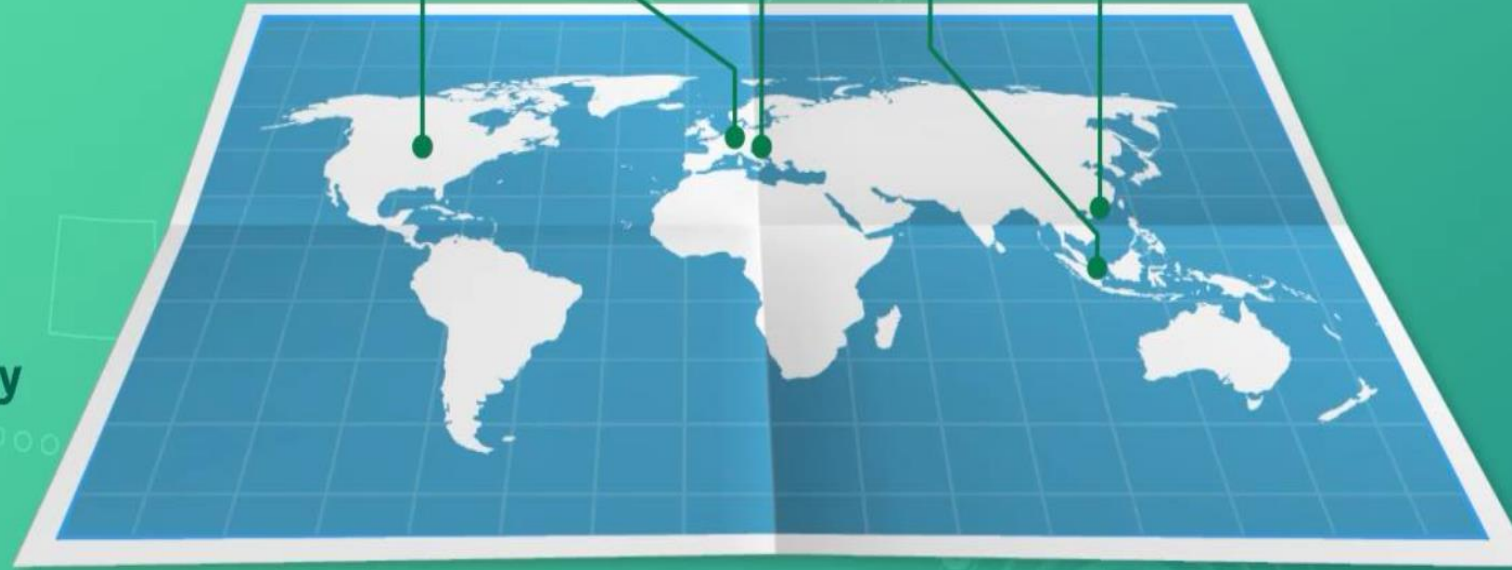
Homicide rate per 100,000 pop



Organized crime

Globally

Top five countries



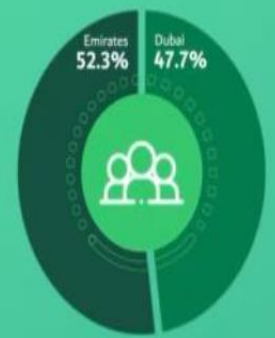
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Regionally 2019 ■

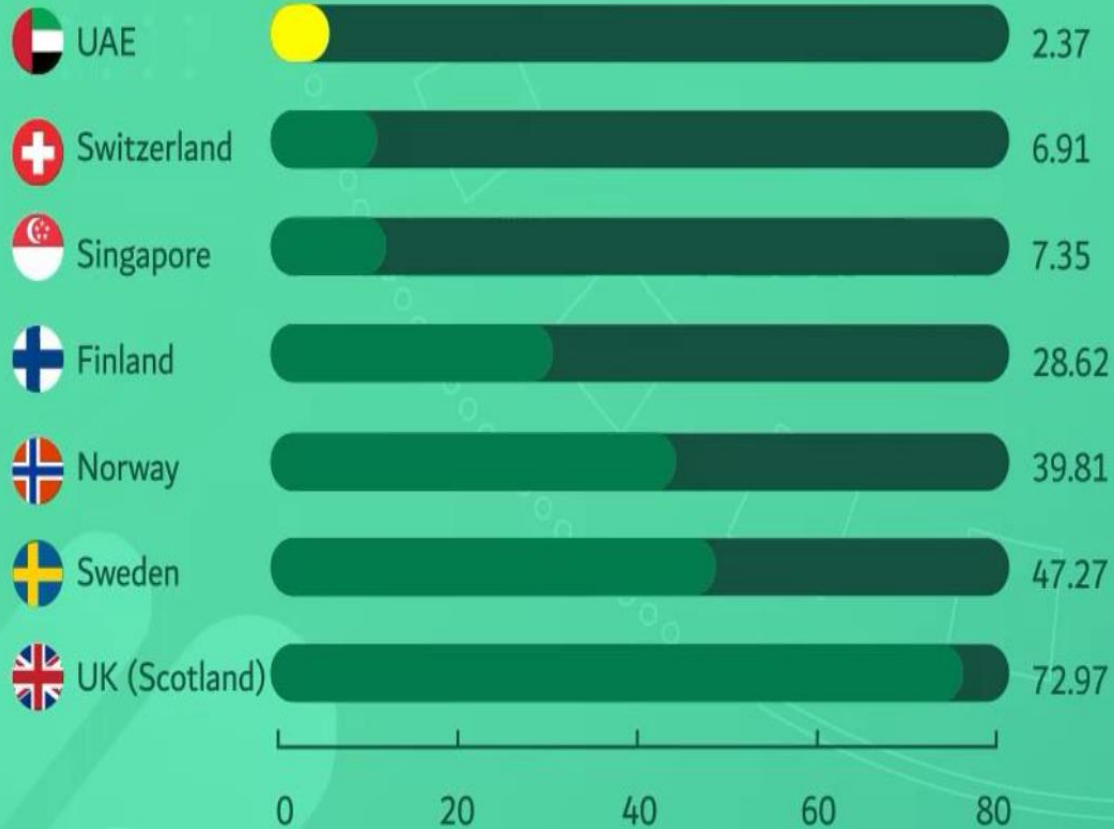
# Global Competitive Report 2019



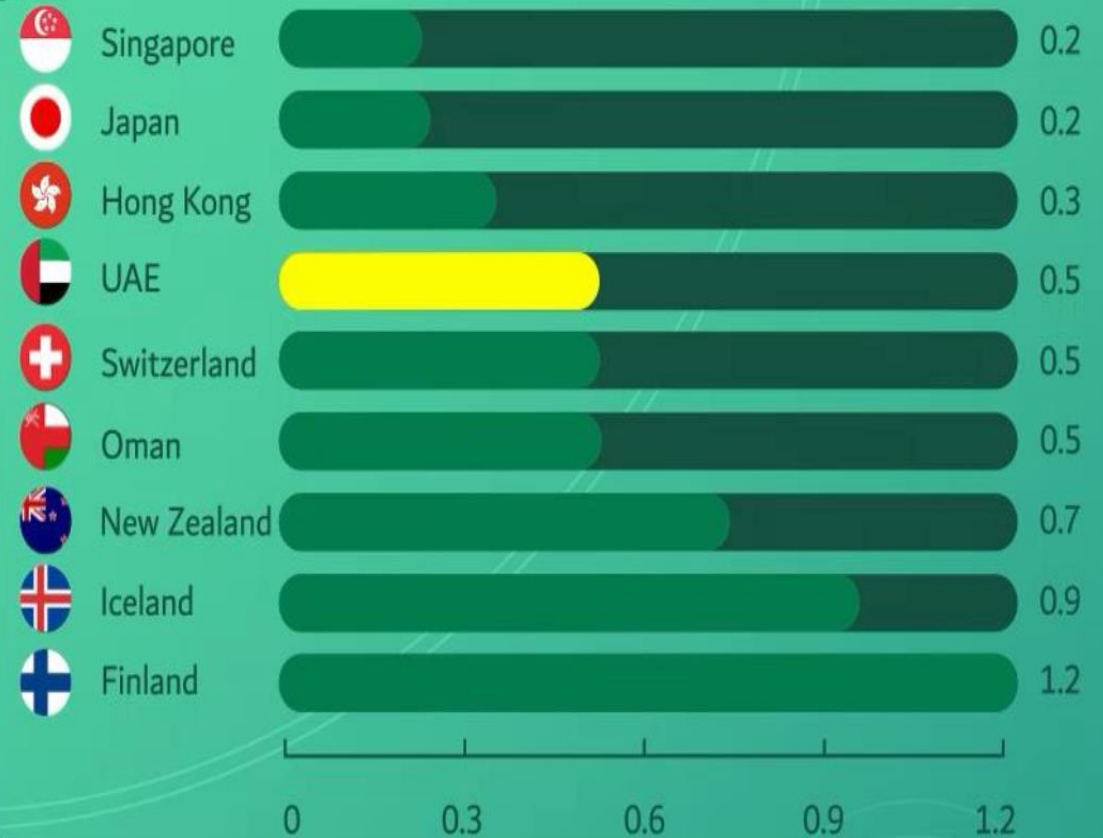
# Leading Global Position of Dubai Police in the most serious crimes



## Serious Assault



## Homicide Crime



# Making Dubai A Safe City

Limiting Crime.

Crime detection and seizure.

Countering and preventing against narcotics.



Controlling road security.



Securing airports, ports and entry points.



Handling crises and disasters.

Securing critical establishments, authorities and VIP state guests.



Enforcing judicial sentences, rehabilitation of inmates.



Maintaining rights and keeping order.



# Adding Value for our Customers

*We understand our customers' needs and wants and we provide them with superior value*



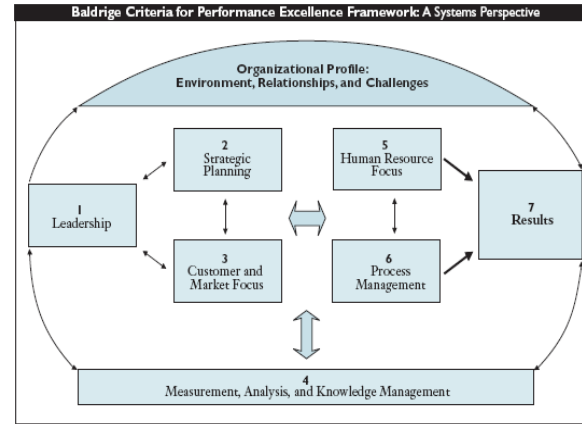


# Some International Business Excellence Frameworks

## Brazil



## USA



## Chile



## Europe



## Dubai



## Australia



Since 1997, **2.656 Dubai Police's employees** for all the departments have been trained in quality tools like: Business Excellence Frameworks (Dubai Excellence Government Program (4G), EQFM, Baldrige), Benchmarking (TRADE Methodology), Total Quality Management (TQM), Lean Management, Six-Sigma, ISO Standards, etc.



# Smart Police Station (SPS)

The Smart Police Station (SPS) is open 24 hours, seven days a week, offers 36 key services such as:

- Certificates
- Permits
- Reporting crimes
- Traffic incidents, for example fine payments

SPS reduces operational cost from US\$ 2.3 Million to US\$ 330.000 in average.





## Thank you all for listening

If you enjoyed my presentation half as much as I did presenting to you we should all give hand of applause to the organizers for staging this exceptional Conference.

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