How IP Helps Facilitate Trade

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AIPPI Member, Standing Committee TRIPS
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Designs and Trademarks
Collection Expansion of Designs and Materials
Expanding factories and stores

Argentina: first factory

Expanding to different materials for shoes
Licensing to Retailers

Nordstrom

Galeries Lafayette

Harrods
Certifications and Geographical Indications
Helping Other Brands
Enhancing International Development

Private R&D Collaborations

Veolia signs its first municipal contract in Iraq

In partnership with Hitachi (Japan) and ArabCo (Egypt)

- 5 years contract
- $115 million
- Build and operate a desalination plant
- 300 jobs
- 2,300,000 m³ per day
- Own generators: service continuity to overcome frequent electricity outages
- Veolia will also be responsible for the downstream potabilization stage

Basra is Iraq’s only access to the sea

Ultrafiltration unit and reverse osmosis modules: reduce the salt level in the drinking water currently distributed
Enhancing International Development

Humanitarian projects

"Aquaforce 500" emergency water treatment plant tested and deployed by the Veolia Foundation for MSF in Uganda

March 2015, Veolia Foundation and Doctors Without Borders start a multi-year R&D partnership in energy waste and wastewater for MSF’s projects
Thank you