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Tackling Counterfeit - update

GDP & CD Information Day

H.K. Bonar

Tackling Counterfeit - Update

- Introduction
- Levels of Counterfeit
- Internet: secondary market/rival??
- Trade in Counterfeit
- Is anything being done about the problem



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Levels of Counterfeit

- Challenges
 - Terminology
 - quantification
- Types of products counterfeited
- Counterfeit or what??
 - Heparin
 - Diversion



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Internet

- Secondary Market –
 - a rival to the legitimate supply chain
 - Internet pharmacy
- Website identity concealment – counterfeit products
- Counterfeit or diversion – how reliable
- Pfizer report



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Trade in Counterfeit

- Sources
 - Who is responsible
 - Where does it go
 - Can industry help
- Vulnerabilities: Ireland
 - Openness – EU, Communications
 - Market activity – Product control
 - passing through books
 - Passing through premises



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Trade in Counterfeit

- Advantages – Ireland
 - Market size
 - Number of wholesalers
 - Robust regulatory activity
 - Responsive trade
- The future
 - Money is King
 - Economy forces the bottom line
 - Where will the first breach be?



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What is being done to change the game

- Global
 - WHO/IMPACT
 - PFIPC
 - Operations - Pangea



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What is being done to change the game

- Regional - Europe
 - EU
 - Commission
 - HMA WGEO
 - Council of Europe
 - Convention on Counterfeit
 - Committee on Counterfeit
 - OMCL



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What is being done to change the game National - Ireland

- Promote Cooperation & Communications
- MOU IMB/Customs
- IMB Counterfeit Strategy
- Operational approach



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