Challenges in the Trafficking in Fraudulent Medicines

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A public health issue…

Patient safety is the essence of the pharmaceutical industry
... Under threat from faked production
Various terminologies for a unique public health issue

"Falsified medicines" (EU directive 2011/62/CE)

"Fraudulent medicines" (Commission on Crime Prevention and Criminal Justice United Nations, 2011)

"Counterfeit medicines" (WHO, 1992)

« Spurious/falsely-labelled/ falsified/counterfeit (SFFC) medicines » (WHO, 2012)

"Counterfeiting of medical products and similar crimes involving threats to public health" (Council of Europe Convention MEDICRIME 2011)
Strategy aligned to patients’ protection
Do we have the real picture of the Counterfeit medicines situation?

**Available Data**

Sampling received at Central Laboratory, Suspicious (seizures, investigation, cyber ...) and Market Surveys

**Unknown Data**

Sampling analyzed locally by National Agencies and not transmitted to Pharma companies

**Invisible business for law enforcement authorities**

**Key players**

Local enforcement bodies, WCO, INTERPOL
Fake drugs: transnational criminal networks
Counterfeiting in Africa

PSI report 2011:
Africa is the last continent affected by counterfeiting according to PSI. PSI recorded 64 incidents and 3 arrests.

→ Lack of information

Main ports of discharge on the continent

- Interpol
  - Cobra: West (2011)
  - Mamba III: East (2010)
- WCO Operations incl. Sanofi
- WCO/IPM Implementation
- CESD Enquiries / 2012

Flows of falsified medicines

COUNTERFEIT RISK

- HIGH
- MEDIUM
- LOW

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Partnering to combat the threat of fake medicines
A broadened partnership
Communication: an essential component of Sanofi strategy

- An international campaign
  - Three images: Vigilance, fake drugs exist - The patient, “a true victim” - The risk on Internet
  - The 2 messages: the Risk related to fake medicines and Sanofi Commitment

- Air France campaign: “Beware of fake drugs”
1. Improve overall knowledge related to fake medicines: improve data collection, analysis, and draw conclusions for remedial action;

2. Encourage Member States to sign and ratify the Medicrime convention, Council of Europe, and further determine legal assistance in this domain;

3. Ensure that fight against fake medicines is included as component of illicit trafficking in UNODC regional programs of cooperation;

4. Foster public-private partnership to benefit every experience and exploit all opportunities to eliminate or substantially reduce fake medicines as a criminal activity.
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