

Challenges in the Trafficking in Fraudulent Medicines

Vienna, 14 & 15 February 2013

Bernard Frahi, VP Corporate Economic Security – Sanofi

A public health issue...

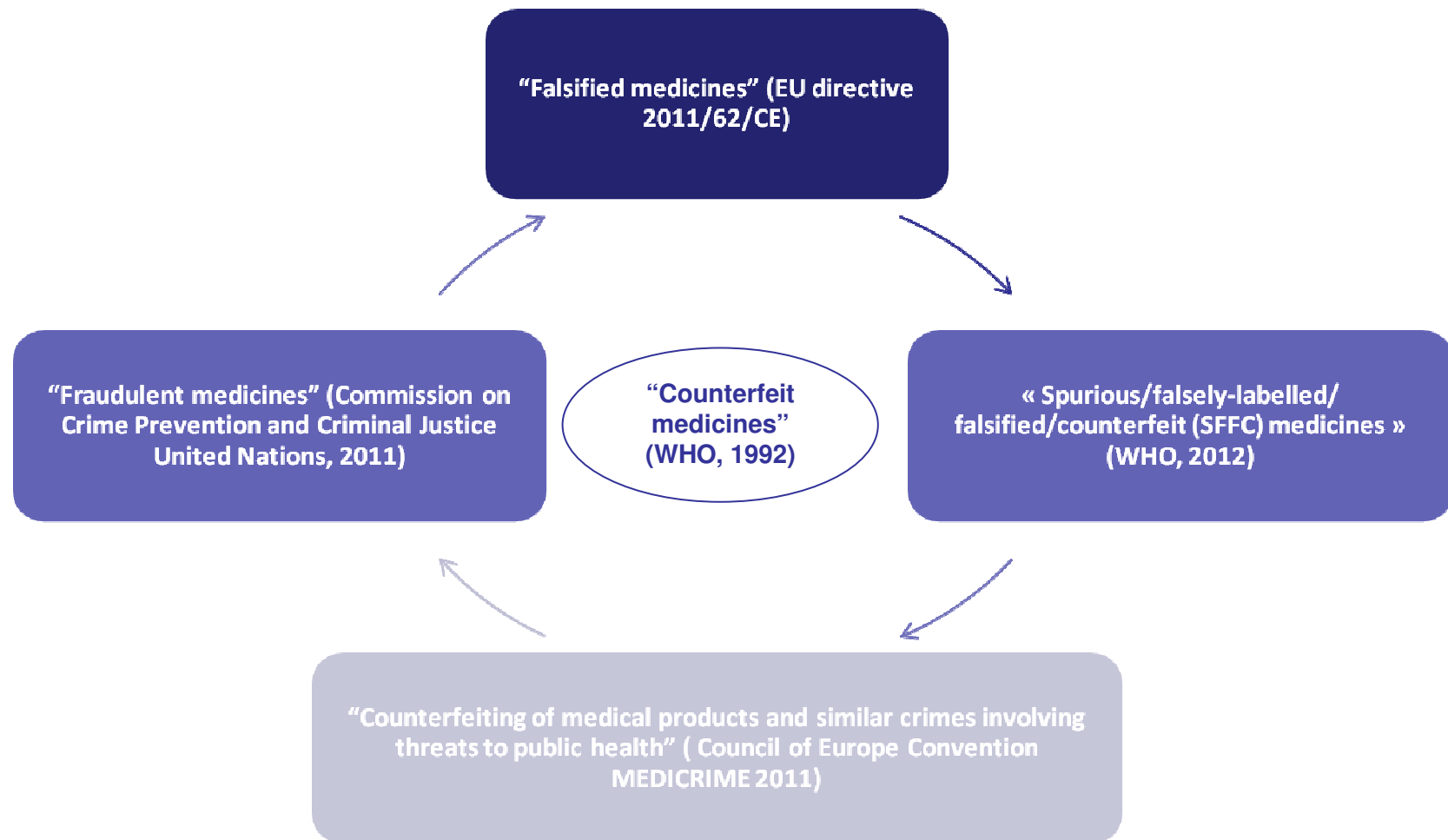
Patient safety is the essence of the pharmaceutical industry



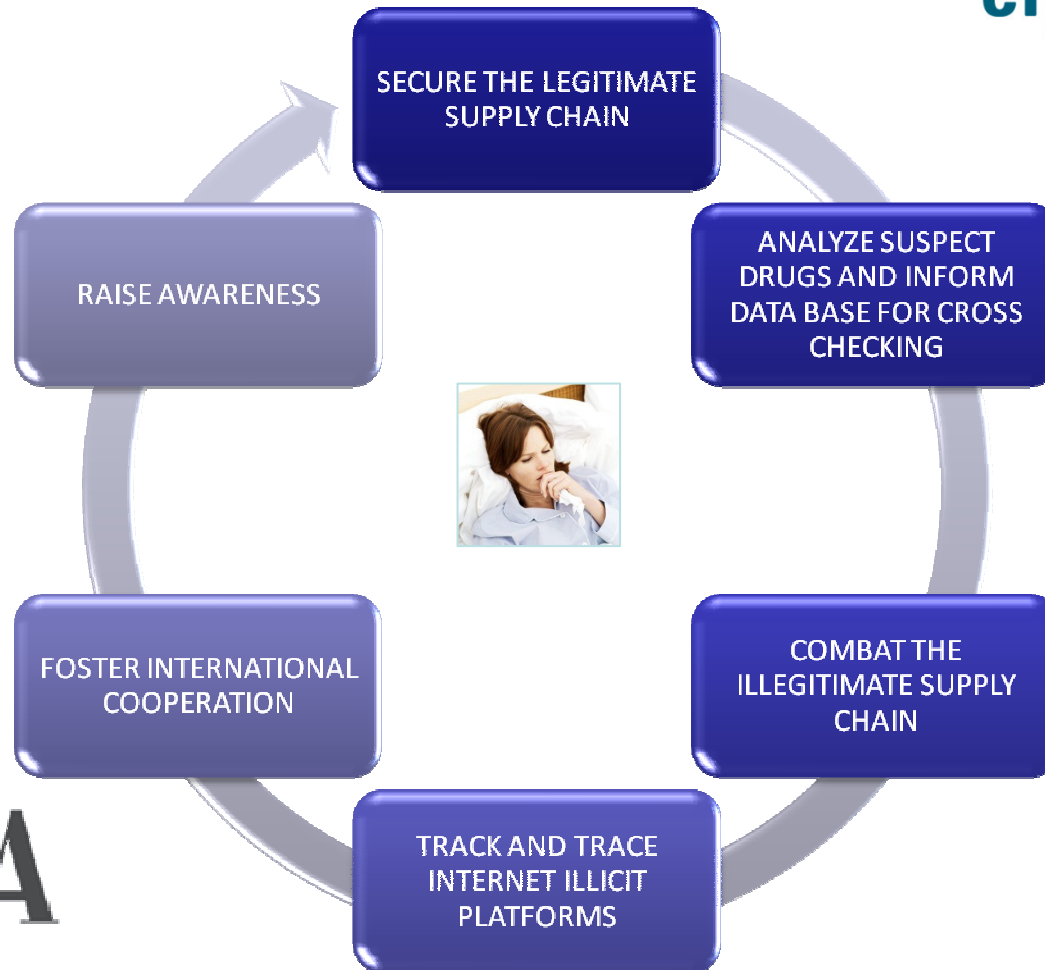
... Under threat from faked production



Various terminologies for a unique public health issue



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



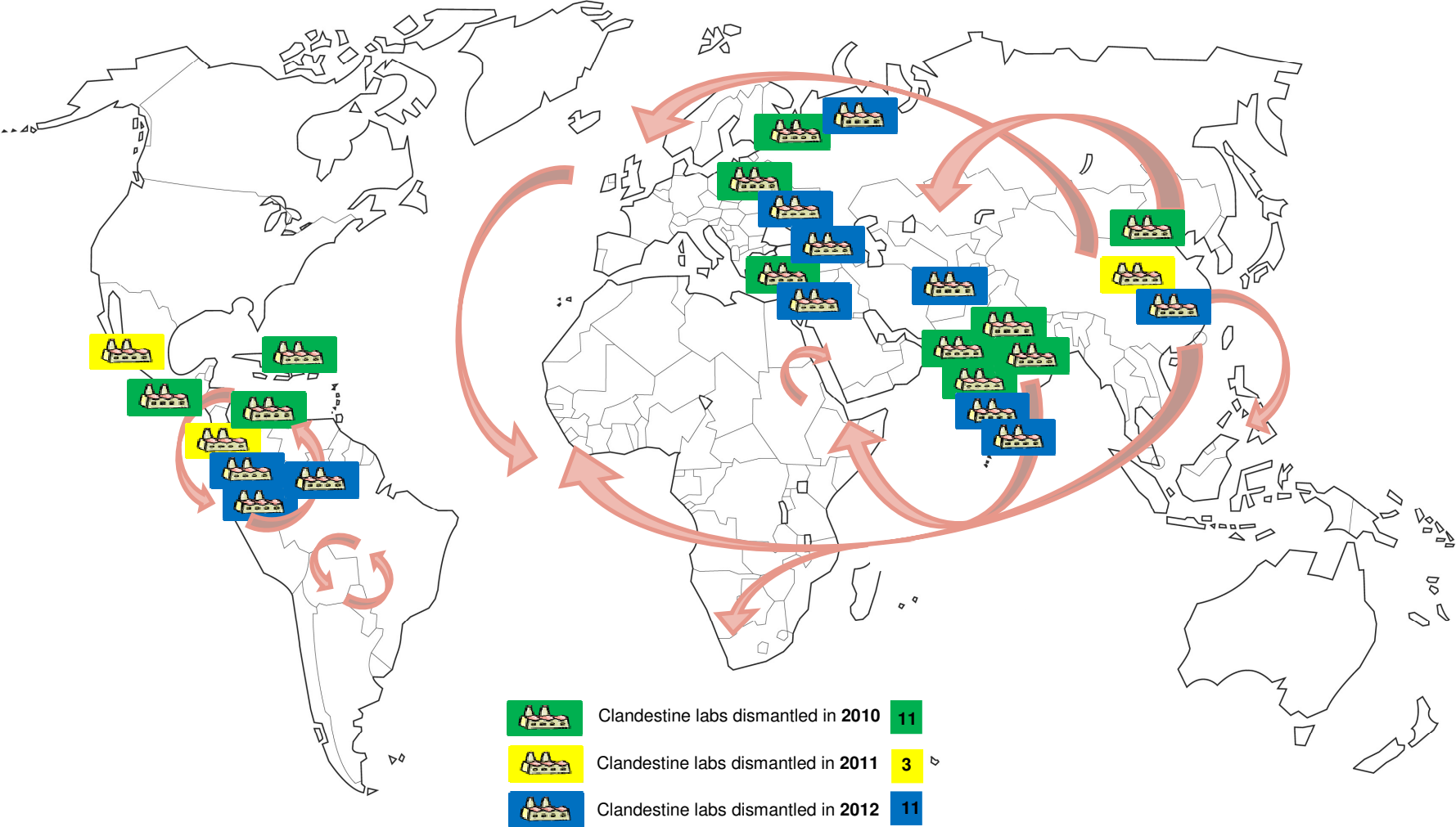
Invisible business for law enforcement authorities

Key players

SANOFI 
&
PSI

Local enforcement bodies,
WCO, INTERPOL

Fake drugs: transnational criminal networks

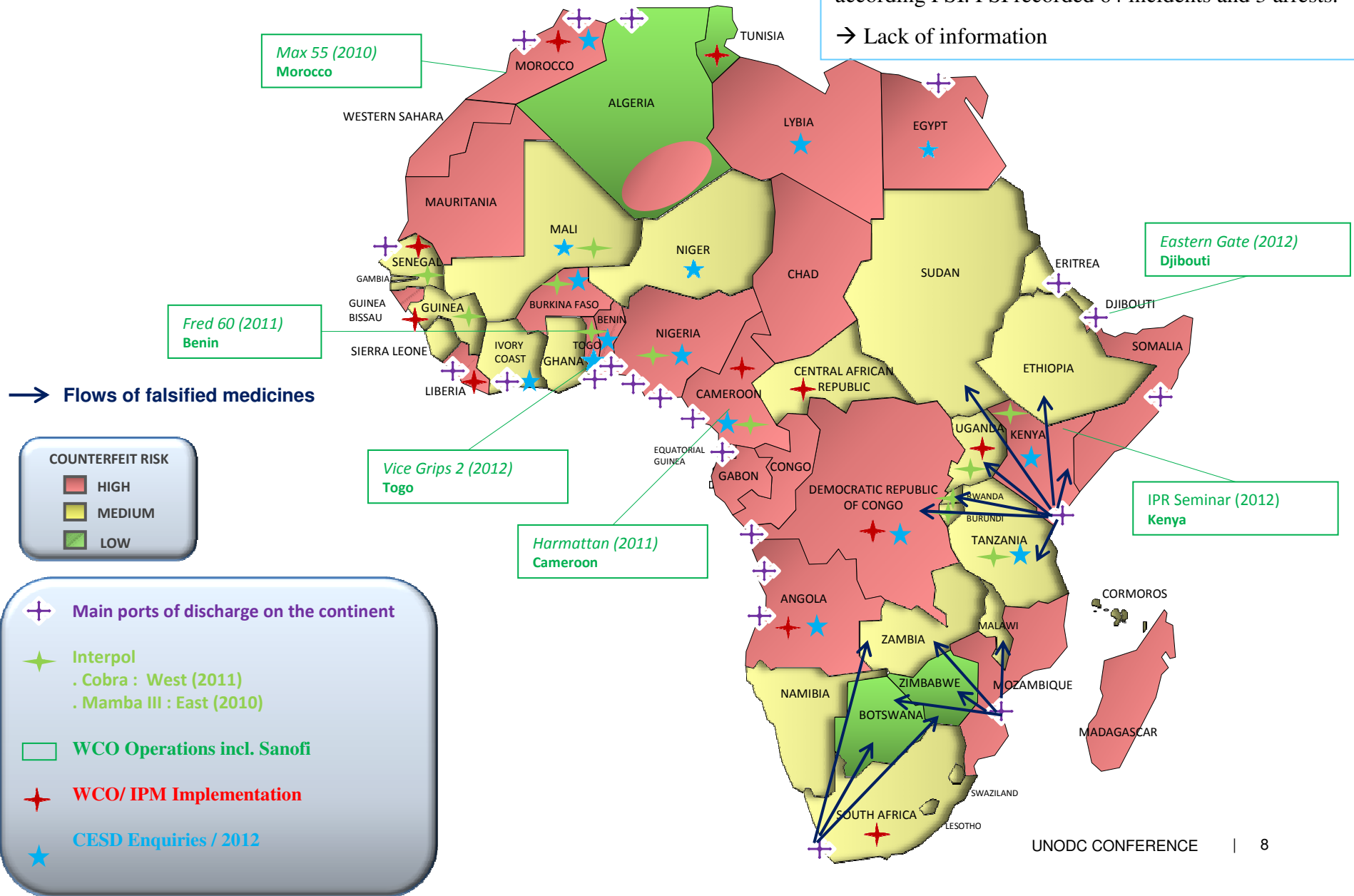


Counterfeiting in Africa

PSI report 2011 :

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

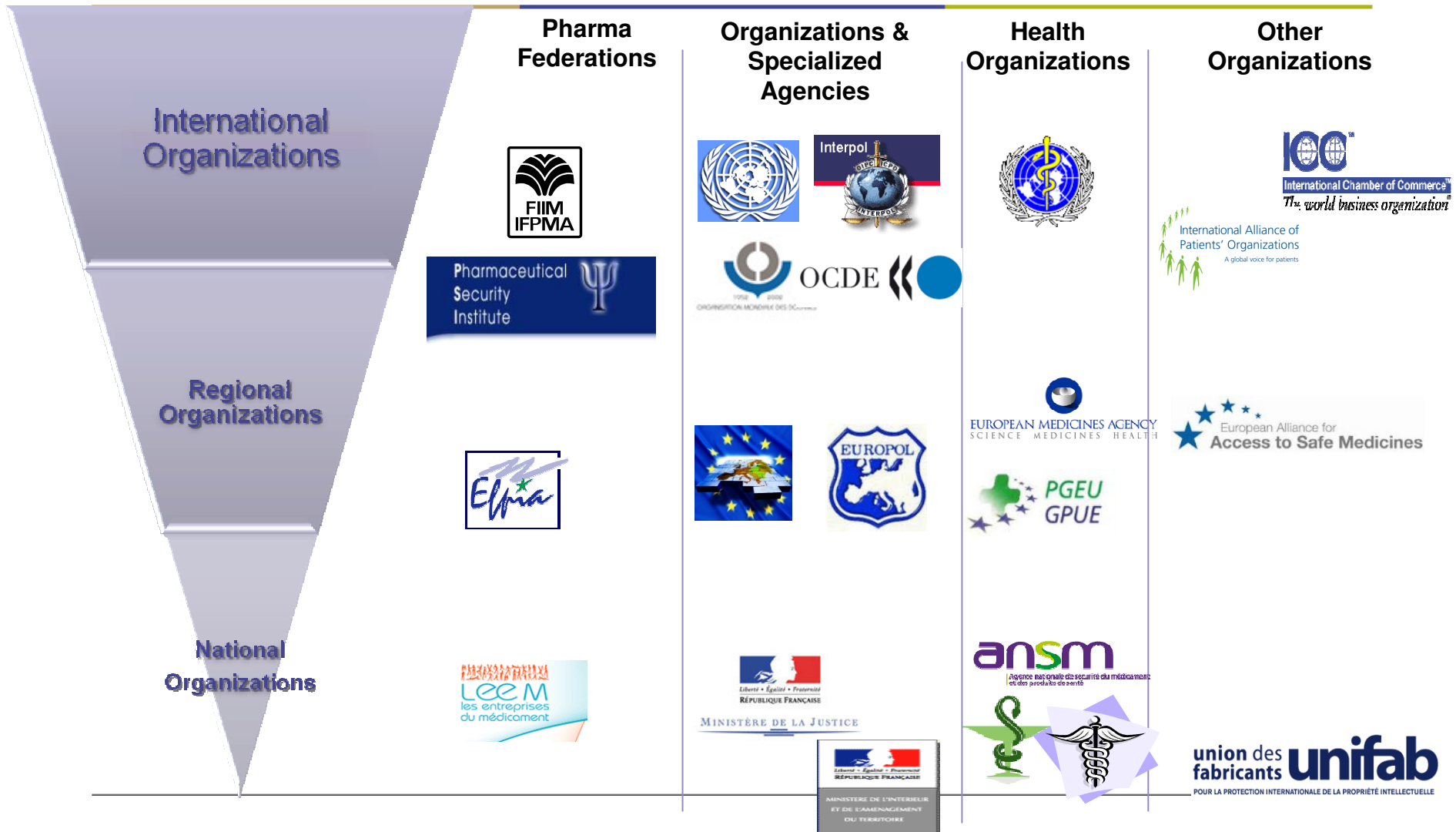
→ Lack of information



Partnering to combat the threat of fake medicines

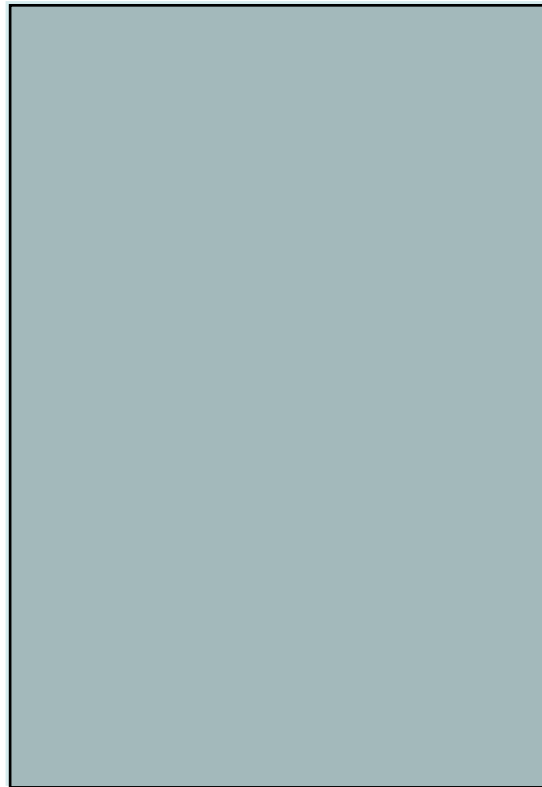
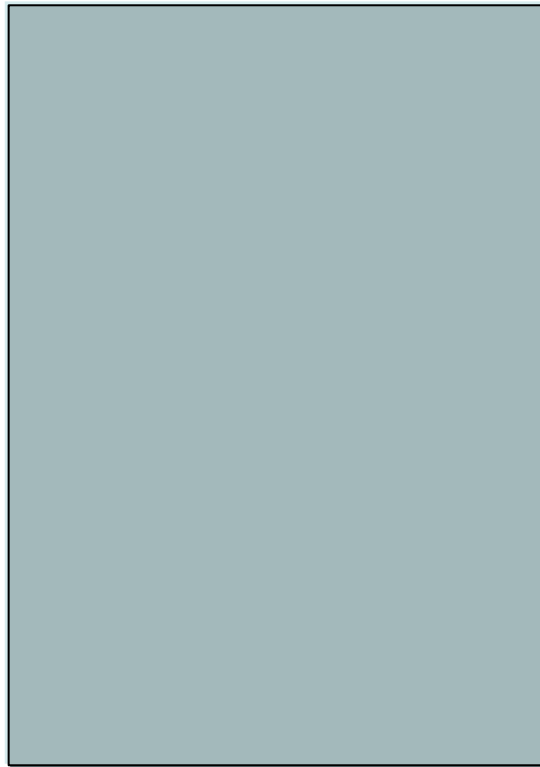


A broadened partnership



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”

Suggestions for Conference Outcome

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.

SANOFI

Headquarters
54, rue La Boétie
75008 Paris, France
Tél. +33 (0)1 53 77 40 00
www.sanofi.com