

The Global Forum on
Access to Safe Medicines

Formerly the Global Forum on Pharmaceutical AntiCounterfeiting and Diversion

2 – 4 April 2014

London Hilton Metropole, London, UK

RECONNAISSANCE *international*
PUBLISHERS AND CONSULTANTS

Exploring Ways to Protect
Patients from Falsified,
Counterfeit, Diverted and
Substandard Drugs



COVETRA
Multi-Layered Brand Protection

“This is a very good program – I have several action points already.” Pfizer

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A Forum For Those Responsible For The Delivery Of Safe Medicines

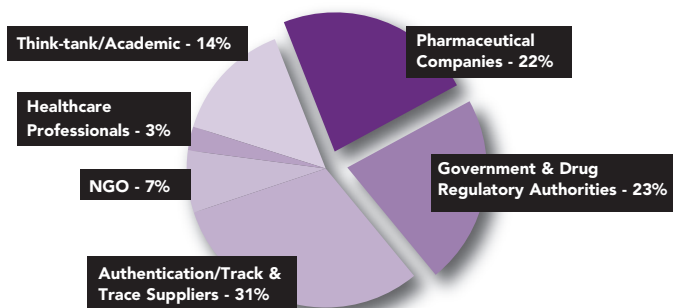
The challenges of ensuring safe drugs for patients are universal, international and pervasive. The Global Forum on Access to Safe Medicines brings together a host of global leaders dedicated to the fight against falsified, counterfeit, diverted and substandard medicines.

The two-day conference features 25 expert presenters who will provide pharmaceutical companies, drug regulators and healthcare organisations with a global perspective of the various issues along with tactical responses for improving delivery and enforcement. A number of presentations will explain the importance of informing patients about safety – and leading technology suppliers will explain the latest techniques for enhancing supply chain security.

The 8th Global Forum on Access to Safe Medicines (formerly the Global Forum on Pharmaceutical AntiCounterfeiting & Diversion) takes place 2-4 April 2014 in London, UK.

For further details or to secure your place, visit www.accesstosafemedicines.com

360 delegates from 185 organisations were represented at the last two Global Forums in London and Washington DC



Who should attend?

- Pharmaceutical companies and associations
- Drug regulators and law enforcement agencies
- Healthcare professionals, pharmacists and researchers
- Patients' organisations
- NGOs and IGOs active in healthcare and IPR protection
- Packaging, labelling and converting companies
- Providers of anti-counterfeiting and tracking solutions and services

Pre-Conference Seminars

Wednesday 2 April 2014

Serialisation in Practice: Legal, Technical and Commercial Issues of Global Drug Traceability

09.00 - 12.30

This seminar will investigate the use of coding and tracing of products at saleable unit level – serialisation. The USA, EU, China and other big markets now have traceability laws and soon the majority of the world's pharmaceutical trade will be coded and traceable.

This raises issues of compatibility and inter-operability which could impact efficiency and efficacy. In this seminar, you will learn how serialisation works and discover new ways to deal with global legal compliance issues, set your strategy, identify gaps and poor processes and embrace the latest legal and technical updates in this fast-moving area to move your organisation from 'must-do' compliance to 'must-have' opportunity.

Presented by Mark Davison, BlueSphereHealth – a specialist consultancy in global serialisation, pharmaceutical anti-counterfeiting and product traceability.

A Winning Multi-Sectorial Response to Falsified Medicines Online

13.30 - 16.30

2014 will see concrete co-operative actions within the EU to fight the problem of online pharmacies supplying falsified medicines. In this practical workshop, learn how the Alliance for Safe Online Pharmacies has orchestrated over 50 stakeholder organisations to work together to combat the problem of online pharmacies selling falsified medicines. Organisations involved include consumer, healthcare and patient groups; shippers, pharmaceutical manufacturers, pharmacy stakeholders, wholesalers and traders; internet advertising and search companies, registrars and registries, payment processors; law enforcement, European institutions and regulatory authorities. See how this work is evolving and examine how ASOP's approach could work elsewhere.

Presented by Jim Thomson and Mike Isles, Alliance for Safe Online Pharmacies. Jim is the founder and chairman of the European Alliance for Access to Safe Medicines and Mike is executive director of EAASM.

Single Seminar £330 • €430 • \$560 (Governments/NGOs £130 • €170 • \$220)

Both Seminars £550 • €715 • \$935 (Governments/NGOs £230 • €300 • \$390) **LIMITED PLACES AVAILABLE**

Book now or for more details, visit www.accesstosafemedicines.com/seminars

Programme highlights

Thursday 3 April 09.00 – 12.30

ACCESS IS A GLOBAL ISSUE

Often viewed just as a developing world issue, access to safe medicines is a right of everyone, but it's a right that is not always so easy to fulfil, even in the developed world.

The Global Fund to Fight AIDS, Tuberculosis and Malaria

Mark Dybul, The Global Fund - Switzerland (tbc)

The Global Fund will spend \$14 billion in 2014 on preventing the world's biggest killer diseases - but success depends on secure supply chains to combat unsafe medicines.

The SSFFC Global Surveillance and Monitoring Project

World Health Organization - Switzerland

After two years development, the WHO's SSFFC Global Surveillance and Monitoring Project is now in operation, providing for the first time an efficient and reliable method for recording and acting on information about SSFFC Global Surveillance and Monitoring Project. A training programme in use of the system is now underway, and in this paper a member of the Project team will describe the system, how it works, how it is being rolled out and the impact it will have on the gathering and dissemination of this.

From the Front Line

Dr Manica Balasegaram, Director, Access to Medicines Campaign, Mediciens Sans Frontieres – Switzerland

Organised Crime and Fake Medicines

Marco Musumeci, UN Interegional Crime and Justice Research Institute – Italy

A report on organised crime in counterfeit medicines with case studies from developed and developing countries highlighting the strategies, trade routes and use of the internet and spam emails.

Countering the Problem of Falsified and Substandard Drugs

Gillian Buckley, Institute of Medicine – USA

This paper will share details of a 2013 report into the global problem of falsified and substandard drugs - commissioned by the US Food and Drug Administration - along with the causes and recommended solutions.

Thursday 3 April 14.00 – 17.00

CAPACITY BUILDING IN DELIVERY AND ENFORCEMENT

A series of different viewpoints on how drug regulators and healthcare organisations improve their abilities, resources and funds to provide only safe medicines.

Case Study: Drug Regulatory Policies and Implementation in Uganda

Denis Mwesigwa, National Drug Authority of Uganda

This paper explains how the NDAU has developed an effective drug control policy to ensure safe medicines for Ugandans.

Strengthening Legal Capacity to Stop Falsified and Substandard Medicines

David Patterson, International Development Law Organization – Italy

Weak national legislation and enforcement offers few options for punishing those who produce, distribute and sell falsified medicines. What is needed is legal capacity building to ensure the relevant legal tools are used effectively.

The Requirement for an International Treaty on Counterfeit Medicines

Bernard Leroy, Institute for Research Against Fake Medicines – France

International harmonisation of laws and definitions can be very effective in improving enforcement and judicial regimes against criminal activity. Bernard Leroy here examines the case for an international treaty covering counterfeit medicines.

Sharing Experience: From Developed to Developing Nation

Medicines & Healthcare Regulatory Agency - UK (tbc)

Is the partnership between the MHRA and Ghana to develop a regulatory agency and enforcement procedures a successful model for other developed/developing country relationships?

The Impact of Mobile Laboratories and Other Detection Methods in China

Xiao Xinyue, National Institute for the Control of Pharmaceutical & Biological Products - China

China is cracking down on fake medicines on the domestic and export markets. A key tool in identifying unsafe medicines is its unique fleet of mobile forensic laboratories. Prof Xiao explains the impact of these and other strategies on the supply of unsafe medicines.

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Gold



Virtually impossible to counterfeit, Bowater kinetic holograms deliver easy to use, visual authentication to address counterfeiting, grey trade, tampering and other forms of product or brand fraud.

Bowater holograms are individually mastered for your brand and reproduced on a clear, waterproof film for application directly to your products and packaging.

Technically speaking, the holograms are full colour, three dimensional, kinetic reflection volume holograms. In plain language, this makes them easy to use for consumers, but virtually impossible for fraudsters to copy or tamper with.

Our entry-level product combines different levels of visual information, smoothly animating two or more images within a hologram to make it easy for consumers and health professionals to instantly authenticate a medicine as genuine or not.

Silver



Covectra develops technologies to combat pharmaceutical drug diversion and counterfeiting. The company has developed a multi-layered approach for brand protection featuring AuthentiTrack – a comprehensive serialization software platform – and a packaging line serialization solution to aggregate all levels of packaging down to the unit dose.

Covectra's serialization technologies can be used to protect the supply chain integrity of pharma product and medical devices, and detect locations of counterfeit entry or diversion in the supply chain.

Friday 4 April 09.00 – 12.30

PUBLIC AWARENESS: TELLING IT LIKE IT IS

What do the public need to know about unsafe drugs - and how can health organisations and pharmaceutical companies work together to keep patients informed and safe?

Poor Medicine Quality & Public Health – The Sound of Silence

Dr Paul Newton, Centre for Tropical Medicine, University of Oxford – UK

Dr Newton will present examples of poor quality medicines and their public health impact - and why in his view there has been a relative lack of global policy over medicine quality.

Front-Line Vigilance: Essential for Patient and Population Health

David C Benton, International Council of Nurses

The world's 16 million nurses have a critical role to play in any coordinated strategy to improve patient and population safety and combat falsified medication.

Public Complicity in Fake Medicines: Attitudes in the USA and BRIC Countries

Peggy Chaudhry, Villanova School of Business

Dr Chaudhry will share findings of a report into consumer attitudes to and complicity with the supply of fake medicines in the USA, Brazil, Russia, India and China which reveals an intriguing stance towards fakes in the physical and online worlds.

The Murky World of Internet Pharmacy - Where All Is Not As It Seems

Jim Thomson, European Alliance for Access to Safe Medicines – UK

The EAASM campaigns for enhanced patient safety online - and this presentation will look at the EU's Falsified Medicines Directive which contains proposals that could see this market open up in even more countries.

Panel Discussion:

The Public: What, When and How to Tell Them

Moderated by Tom Woods, this discussion will examine the value or otherwise of informing the public about the dangers of unsafe medicines, including the use of language that the public will understand without scaring them.

“Speakers at the forefront of the efforts they were discussing who were not only informative but inspiring”

Bill Paulson, International Pharmaceutical Quality

Specialist Supplier Exhibition

Meet security specialists with solutions spanning on-pack medicines authentication, in-field medicines verification, serialisation and track & trace, tamper evidencing and other methods to keep medicines safe.

Learn more at www.accesstosafemedicines.com/exhibitors

Friday 4 April 14.00 – 17.00

METHODS FOR SUPPLY CHAIN AND MEDICINES SECURITY

Learn about some of the serialisation, traceability and authentication technologies being used to deliver effective supply chain security.

The Disconnect Between Risk Assessment and Technology Deployment In The Pharmaceutical Industry

David Howard, Director of Product Protection, Johnson & Johnson – USA

The inability to quantify the effectiveness of product protection technology has slowed progress in the pharmaceutical industry. David Howard, who initiated Johnson & Johnson's strategic approach to product production, will show the disconnect between the risk assessment process and technology selection and deployment - and some concepts and ideas to correct this.

'Easy' and 'Instant': The Essential Authentication Characteristic

Tim Sandford, Bowater Holographics - UK

Learn how modern holograms provide an established, secure and instant authentication tool for medicines that delivers universal access to safe, authenticated medicines.

Standards-Based Healthcare Supply Chain Traceability

Roger Lamb, GS1 – Belgium

How the implementation of traceability systems can make the healthcare supply chain more efficient, safe and secure - including a description of the System of Standards to identify product, capture and communicate master and transactional data and capture and share event data.

Maximising the Return on Investment for Serialisation

Steve Wood, Covectra – USA

Some of the ways in which serialisation can be of benefit include grey market diversion monitoring and detection; patient communications; controlled substance abuse and misuse; returns and recalls management; and packaging line efficiency monitoring.

Modern, Mobile and Miniature Vibration Spectroscopic Technologies: A Case Study

Adebola Adekoya, National Agency for Food & Drug Control – Nigeria

This case study shows how a national regulatory agency uses the spectral signature of pharmaceuticals for verifying their legitimacy using mobile analytical devices.

Some of our partners and exhibitors:



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What Makes This Event So Special?

1

Learn from others across the industry

Join an influential group of over 140 international stakeholders involved in the production, supply and regulation of medicines to discuss what action can be taken to bring safe medicines to more communities around the world.



2

Enhance your strategy

Hear how pharmaceutical companies, drug regulators, law enforcement agencies, NGOs and healthcare professionals are all working together to overcome counterfeiting, diversion and substandard medicines.



3

Investigate the latest technologies

An exhibition of carefully selected technology suppliers gives you a rare opportunity to compare anti-counterfeiting and serialisation solutions to aid effective drug regulation and control.



4

Attend a workshop or seminar

Our pre-conference events offer detailed insight into illegal online medicine sellers and medicine serialisation and traceability. Each event is run by a leader in the field to provide valuable insight, best practice advice and case study examples to enhance your professional knowledge.



5

Expand your network

Meet other delegates in a focused yet relaxed environment. The event provides a valuable meeting point where delegates can share ideas and practical experience with new and familiar contacts, with frequent breaks and a series of evening social events.



“A great conference, head and shoulders above others that I have attended on the topic of anti-counterfeiting thanks to the breadth and depth of discussion and the quality of speakers and delegates. Highly commended and recommended!” - Securing Pharma

**REGISTER
NOW**

**Discounts for government delegates,
NGOs and drug regulators**

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Be a part of the Access to Safe Medicines 2014

Register online at www.accesstosafemedicines.com before 10 January 2014 to save an extra 10%.

Alternatively, complete the form below, sign and fax to +44 (0)1932 780 790



Registration Form

please use BLOCK CAPITALS

NAME: _____

POSITION: _____

ORGANISATION: _____

ADDRESS: _____

ZIP/POSTCODE: _____ COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____

Booking Requirement (please tick appropriate boxes)

DELEGATE FEES:

Pharmaceutical Industry (first delegate)

Book before 10 Jan 2014
£1,233 • €1,603 • \$2,096

Book after 11 Jan 2014
£1,370 • €1,781 • \$2,329

Pharmaceutical Industry (two or more delegates)

£617 • €802 • \$1,049

£685 • €891 • \$1,165

Governments/NGOs/Healthcare

£617 • €802 • \$1,049

£685 • €891 • \$1,165

Suppliers

£2,475 • €3,218 • \$4,208

£2,750 • €3,575 • \$4,675

Suppliers Team

£1,856 • €2,413 • \$3,155

£2,063 • €2,682 • \$3,507

PRE-CONFERENCE SEMINARS – Tuesday 2 April 2014 (select only one)

A Winning Multi-Sectorial Response to Falsified Medicines Online

(Governments/NGOs) £330 • €430 • \$560

Serialisation in Practice: Legal, Technical and Commercial Issues of Global Drug Traceability

(Governments/NGOs) £330 • €430 • \$560

Both Seminars

(Governments/NGOs) £550 • €715 • \$935

(Governments/NGOs) £230 • €300 • \$390

Payment Options (please tick appropriate boxes)

Remittance enclosed (payable to Reconnaissance International)

Please invoice my company

Quote purchase order if necessary: _____

(Your receipt or invoice will be issued in the currency most appropriate to your location and you must pay in that currency)

VAT Number: _____

Payment by credit card (your fee will be processed in either euros, £ sterling or US dollars at the prevailing exchange rate)

Please provide your 3 or 4 digit security number:

Card Type: AMEX MasterCard Visa

Card Number: _____

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Payment: All fees must be paid in full prior to the start of the conference. Payment can be made by bank transfer, cheque or credit card. Credit card payments made online will be charged in pounds sterling only at the prevailing exchange rate – see Terms and Conditions. The organisers reserve the right to refuse entry to participants whose fees have not been paid in full by the start of the event. There will be an administration surcharge of \$250 / €170 / £150 for delegates who register and/or pay at the conference rather than in advance.

DIETARY RESTRICTIONS – please indicate here any special dietary requirements

Please register me for this event as shown in the boxes. I undertake to pay all necessary fees by the payment method indicated, to be bound by Reconnaissance International's Terms and Conditions and further agree that my details can be published on the Forum Delegate list and distributed to all participants.

Signature: _____ Date: _____

Cancellation: Refunds will be made for written cancellations received by 17 Feb 2014, minus a 25% admin charge ONCE AN INVOICE HAS BEEN ISSUED. Refunds will not be made after this date. Substitutes may be made if the organisers are informed in advance.

Conference Information

Government Delegates

Representatives from government agencies, public sector bodies and fifth sector organisations are offered deeply discounted delegate fees. Also ask Reconnaissance International about financial support for your conference attendance.

Venue, Travel and Accommodation

The venue is the London Hilton Metropole, a recently refurbished conference location in Central London. Delegates are responsible for arranging their own travel and accommodation. The organisers have negotiated a special rate at the hotel of £169 which includes breakfast and wi-fi access but excludes local taxes (VAT at 20%). Visit www.accesstosafemedicines.com/venue for details on how to book your room at this discounted rate. If you make your booking by phone with the hotel, be sure to mention Access to Safe Medicines to receive the special rate.

What's Included

Fees include admission to the conference, exhibition, cocktail reception as well as documentation, lunch, and light refreshments. They do not include travel, visas, accommodation or accompanying spouse or social partner fees for the cocktails/reception. Neither do they include the pre-conference seminars, which are charged in addition.

Social Events

There are three social events included as part of the conference - a welcome cocktail reception on Wednesday, April 2, evening drinks on Thursday, April 3, and farewell drinks when the conference concludes on Friday, April 4. If you wish to bring your social partner, there will be a small charge. Contact nick@reconnaissance-intl.com for more information.

Conference Language

The conference will be conducted in English.

Your Conference Organiser

Reconnaissance International is a leading source of business intelligence for authentication, security printing and holography. Our activities span the production of five specialist newsletters – including Authentication News@_ conferences, selected directories and reports as well as strategic consulting for governments and companies new power. Woods International assists Reconnaissance in the programming of the Global Forum.

Woods International raises public awareness through policy dialogue and advocacy, while also creating partnerships for the deployment of programmes and technology aimed at eradicating harmful fake drugs.

Release

Reconnaissance International accepts no liability for personal injury or any loss of or damage to delegates' personal effects. The organisers reserve the right to cancel, modify or postpone the event without prior notice and to refuse admission to any person (with payments refunded). See www.accesstosafemedicines.com for our terms and conditions.

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