

PRESS RELEASE

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World Anti-Counterfeiting Day 2012: ESM Progress in seeking to protect European Patients from Counterfeit Medicines

For Immediate Release



The Pharmaceutical Group of the European Union (PGEU) is the European association representing more than 400,000 community pharmacists.

PGEU's members are the national associations and professional bodies of pharmacists in 31 European countries, including EU Member States, EEA/EFTA members and EU applicant countries.



EFPIA represents the pharmaceutical industry operating in Europe.

Through its direct membership of 31 national associations and 35 leading pharmaceutical companies, EFPIA is the voice on the EU scene of 2,000 companies committed to researching, developing and bringing to patients new medicines that improve health and the quality of life around the world.

On the occasion of World Anti-Counterfeiting Day, **EAEP C, EFPIA, GIRP and PGEU** are pleased to announce significant progress on their proposed European Stakeholder Model (ESM), a European medicines verification project aimed at preventing falsified medicines from entering the European supply chain and improving patient safety.

The threat of counterfeit medicines is substantive and growing. Counterfeit medicines have been documented in every therapeutic category, in both generic and branded medicines, and in every region of the world. Recent cases of counterfeit oncology treatments as well as of counterfeit generics underline the urgent need for action and stringent measures – such as the ESM - to protect patients worldwide.

“World Anti-Counterfeiting Day represents an ideal moment for ESM stakeholders to reiterate our commitment to patient safety and to further reflect on our joint efforts in securing the EU supply chain”, said **EFPIA Director General Richard Bergström**.

A public tender process was launched in April for the phase 1 of the ESM. The stakeholders are now moving ahead with setting up the system, demonstrating their commitment to the establishment of a harmonised, interoperable and cost-effective system across the EU.

“With a ground-breaking alliance of stakeholders now in place and plenty of milestones lying ahead, we are pleased to further stress the GIRP official endorsement of our joint Memorandum of Understanding announced on 4 June 2012. This endorsement clearly shows our strong commitment to working together for greater patient safety” said **Monika Derecque-Pois, Director General of GIRP**.

The Secretary General of PGEU, John Chave added *“Following our joint submission to the European Commission public consultation on the Delegated Act for safety features, we are looking forward to further engaging with interested parties such as patients in order to discuss our plans and to explore opportunities for further collaboration”*.



GIRP is the European umbrella organization of pharmaceutical full-line wholesalers.

Pharmaceutical full-line wholesalers ensure the safe, efficient and timely delivery of all medicines whenever and wherever they are needed. GIRP and its members play a vital role in the healthcare supply chain, by supplying about 170,000 retail pharmacies as well as hospitals and other healthcare professionals with more than 100,000 different medicinal products.



EAEP C regroups the European licensed parallel distribution industry.

Through national associations and individual company membership, it encompasses over 70 firms from 20 countries in the European Economic Area (EEA). All products handled by EAEP C members have national or EU regulatory approval and are exclusively sourced from and sold to EEA countries using authorised trade channels.

“Our commitment to securing the legal supply chain in Europe is strong and we take the opportunity of today - World Anti-Counterfeiting Day – to stress the need for coordinated efforts involving all stakeholders, including governments and patients”, Richard Freudenberg, Secretary General of EAEP C concluded.

Note from the editor:

*Further progress and next steps regarding the stakeholder-governed ESM will be set out at a **public information-session on 27 June 2012** at the Renaissance Hotel in Brussels in the margins of the EFPIA Annual Meeting. The session is expected to last for approximately one hour, starting at 14:15.*

To register and to access the programme of the 27 June 2012 event click [here](#).

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