



Leadership rotation at *Fight the Fakes*, the worldwide campaign to protect people from fake medicines

- Today the International Federation of Pharmaceutical Wholesalers (IFPW) begins its role as secretariat of *Fight the Fakes*, the global campaign to raise awareness of the threat fake medicines pose to people and public health.
- Launched in November 2013, *Fight the Fakes* has grown into a coalition of over 30 organizations, including healthcare professionals, academia, NGOs, the generic and research-based pharmaceutical industry, healthcare distributors, and consumer protection organizations.
- As the *Fight the Fakes* secretariat, IFPW will continue to coordinate and amplify campaign partners' activities in combatting fake medicines, and leverage their supply chain expertise and membership base to strengthen the campaign's network.

Geneva, Switzerland; 09 February 2017 – Entering the campaign's fourth year, *Fight the Fakes* (www.fightthefakes.org) is pleased to announce the rotation of its secretariat to the International Federation of Pharmaceutical Wholesalers (IFPW), and made possible through the support of IFPW Foundation. Since its launch in 2013, the campaign's secretariat has been held by the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), who have built the coalition to include international bodies representing healthcare professionals, academia, NGOs, the generic and research-based pharmaceutical industry, healthcare distributors, and consumer protection organizations.

Fake medicines are a danger to public health. By circumventing medicines regulatory authorities and passing themselves off as something they are not, fake medicines put people at risk, contribute to resistance of genuine treatments and undermine confidence in health systems. *Fight the Fakes* arose out of consensus among partner organizations: a coordinated multi-stakeholder approach, supporting the actions of the World Health Organization (WHO) and national governments, is vital to ensure this problem is properly tackled.

In its first three years, the campaign has participated in events and workshops across the globe, produced educational materials, held media briefings for young and seasoned journalists, and worked to collect and share the stories of people who have been impacted by fake medicines worldwide. Tapping into their respective networks, *Fight the Fakes* partners have the potential to share these resources and testimonials with millions of doctors, nurses, pharmacists, students and people working throughout the medicines supply chain, so that all are better equipped to combat this threat.

“Protecting the security of the pharmaceutical supply chains in the markets in which they operate - and ensuring the integrity of products within them - is a core competency of IFPW's members and a responsibility they take very seriously”, says IFPW Foundation chair Eric Zwisler. “As such, IFPW is honored to serve as the next secretariat and to continue the good work of IFPMA and the other campaign partners to keep *Fight the Fakes*' momentum and to continue to raise awareness on such an important issue.”

“Fake medicines are a global problem and it is only through global collaboration and dialogue that we will be able to fight together to address it and protect future patients and the general public from harm”, added IFPW Executive VP and General Manager Chris Goetz.



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“We are very pleased to have worked so closely with the *Fight the Fakes* secretariat these years, amplifying our ability to reach people with life-saving information,” says Quentin Duteil, Project Manager at campaign partner the Fondation Chirac. “Building on our past joint initiatives at the World Health Assembly and workshops on regulatory system strengthening in Africa, our cooperation with IFPMA in fighting fake medicines will continue. With this transition, we welcome the unparalleled supply chain expertise of IFPW at the helm of *Fight the Fakes*, and we are certain the campaign will continue to grow with their guidance.”

Participation in *Fight the Fakes* campaign is open to organizations involved in public health, already active in combating fake medicines or looking to become more engaged in raising awareness of the problem within their organizations as well as towards the public.

About Fight the Fakes

Fight the Fakes is a campaign that aims to raise awareness about the dangers of fake medicines. The campaign gives a voice to those who have been personally impacted and shares the stories of those working to put a stop to this threat to public health. It seeks to build a global movement of organizations and individuals who will shine light on the negative impact that fake medicines have on people around the globe and to reduce the negative consequences on individuals worldwide.

You can read the Joint Statement of campaign partners on the *Fight the Fakes* website (<http://fightthefakes.org/about/>). Follow Fight the Fakes on Twitter (www.twitter.com/FightTheFakes) and Facebook (www.facebook.com/FightTheFakes).

Fight the Fakes Partners

Alliance for Safe Internet Pharmacy in the EU (ASOP EU); Alliance for Safe Online Pharmacies (ASOP); Active Citizenship Network (ACN); Center for Safe Internet Pharmacies (CSIP); Dutch Malaria Foundation; Fondation Chirac; European Healthcare Distribution Association (GIRP); Generic Pharmaceutical Manufacturers (GPhA); Global Pharma Health Fund (GPHF); International Council of Nurses (ICN); International Federation of Pharmaceutical Manufacturers and Associations (IFPMA); International Association for Medical Assistance to Travellers (IAMAT); International Pharmaceutical Federation (FIP); International Pharmaceutical Students' Federation (IPSF); International Federation of Pharmaceutical Wholesalers (IFPW); International Institute of Research Against Counterfeit Medicines (IRACM); Malaria Consortium; Medicines for Europe; Medicines for Malaria Venture (MMV); Mobilium; Mylan; NCD Alliance; PharmaSecure; Pharmaceutical Security Institute (PSI); Partnership for Safe Medicines (PSM); Partnership for Safe Medicines India; Roll Back Malaria; Rx-360; Sproxil; University College London (UCL) School of Pharmacy; U.S. Pharmacopeial Convention (USP); World Medical Association (WMA); World Heart Federation (WHF)

About International Federation of Pharmaceutical Wholesalers (IFPW)

The International Federation of Pharmaceutical Wholesalers (IFPW) is the global trade association representing full-service pharmaceutical wholesalers, distributors and wholesaler associations in 26 countries, and provides a strong, effective platform to establish dialogue within the global pharmaceutical community. The association is dedicated to helping its members and stakeholders advance the safe, efficient and continuous access to pharmaceuticals worldwide through the



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promotion of good distribution practices and services. The IFPW's charitable arm, IFPW Foundation, aims to improve access to and availability of quality medicines and health commodities worldwide.

About the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)

IFPMA represents research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 2 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health. IFPMA advocates policies and practices that encourage the discovery of and access to life-saving and life-enhancing medicines and vaccines, for people everywhere.

For further information, please contact

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