

Parallel trade as an additional watchdog against counterfeit pharmaceuticals

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German Association of Pharmaceutical Parallel Distributors

VAD

- German Association of Pharmaceutical Parallel Distributors
- Established in 2000
- Accounts for more than 70 percent of the value of parallel-distributed medicines in Germany
- VAD is a member of the EAEPCC (European Association of Euro-Pharmaceutical Companies)

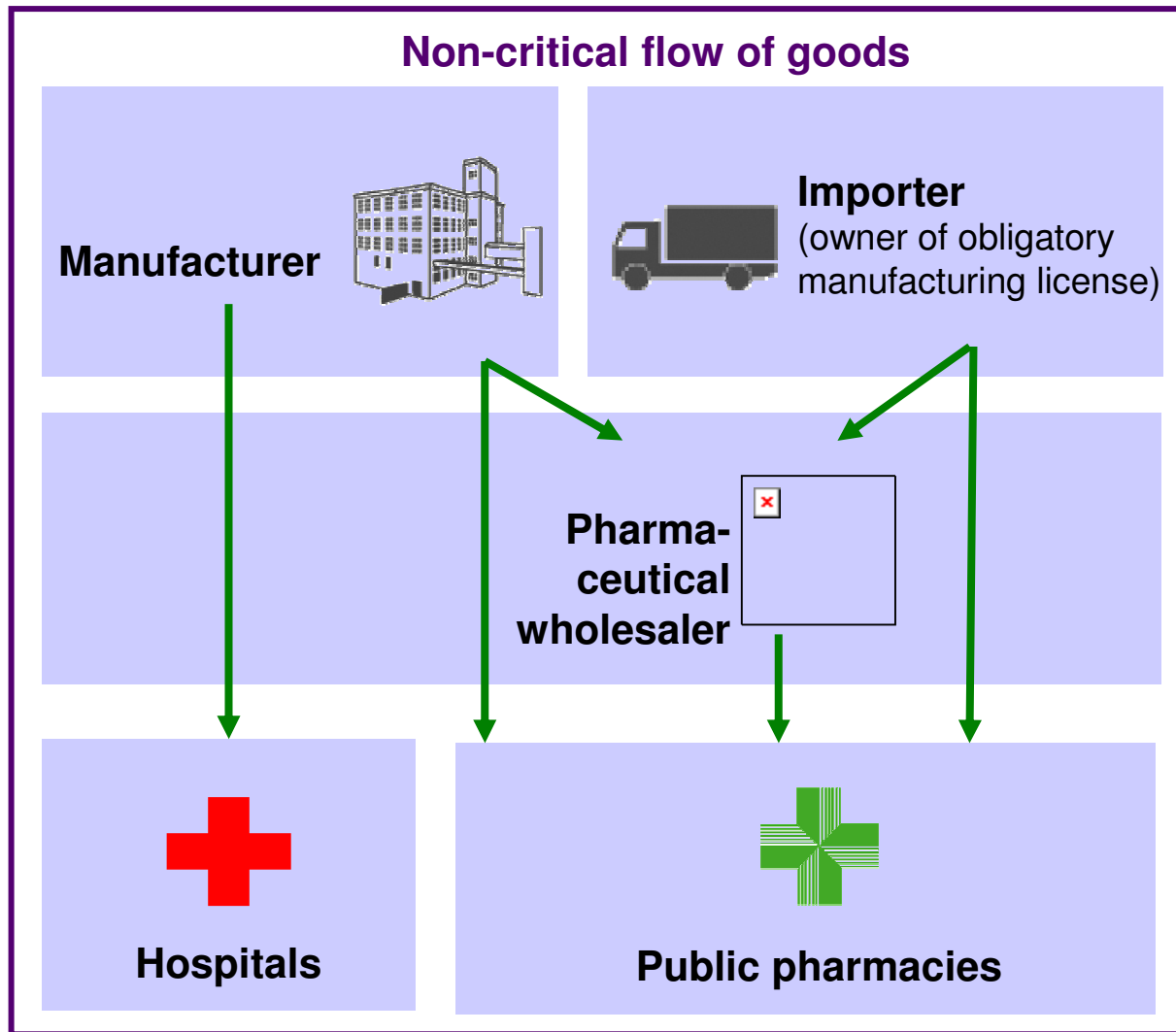
Parallel Imports of Pharmaceuticals

- **Intra-communitarian cross border** trade for the **legal supply chain**
- Parallel importers need a manufacturing/labelling license to market products
- Imports from outside the EU are **not** possible
- Internet trade for consumers is **not** parallel trade
- Started in the early 70s

Counterfeits

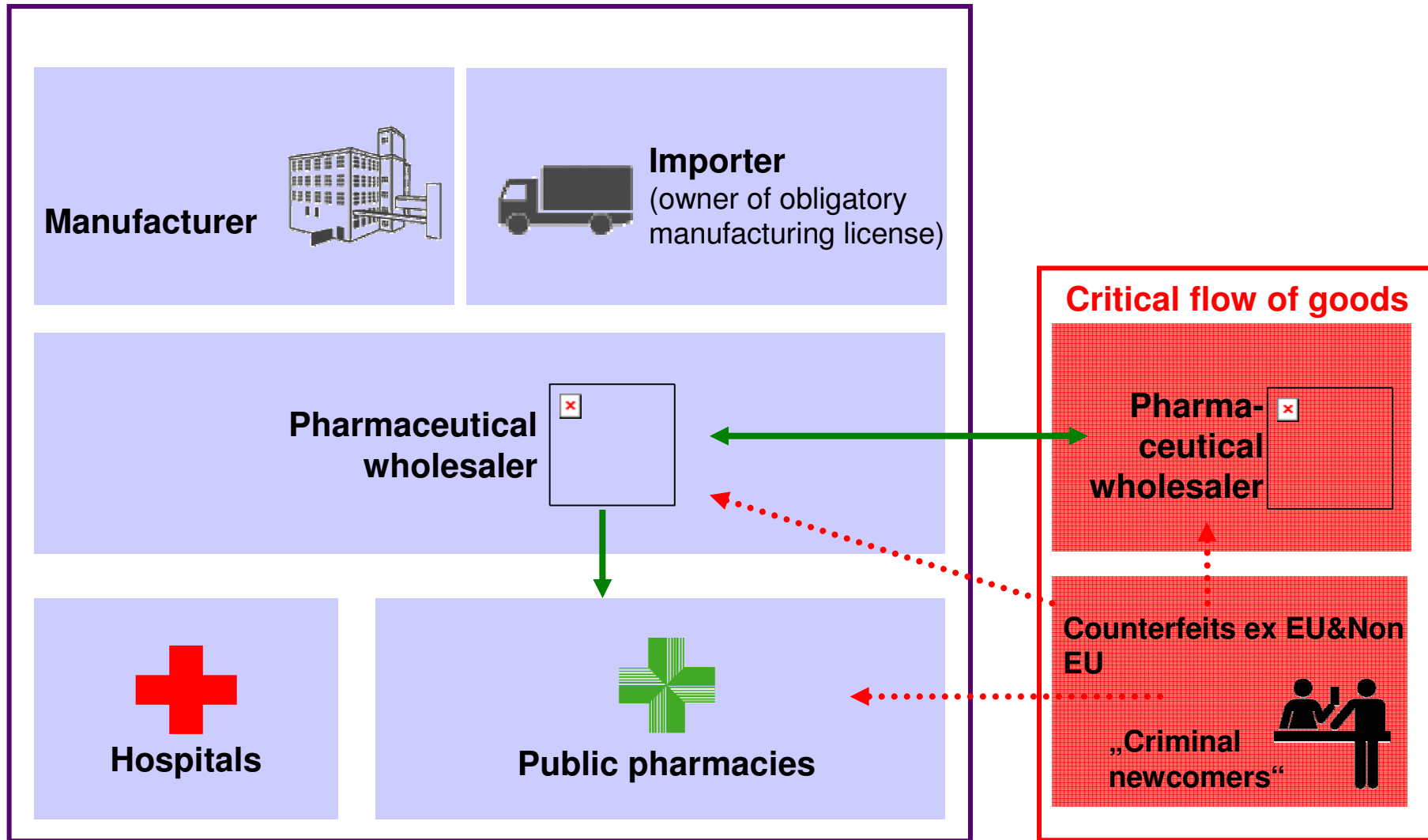
- WHO: “counterfeits are deliberately and fraudulently mislabelled with respect to identity and source”
- Trade mark infringements: counterfeits?
- Case numbers show counterfeits as well as trade mark infringements

National distribution channels (Rx) in the EU



→ Non critical flow of goods and established business relations

National distribution channels (Rx) in the EU

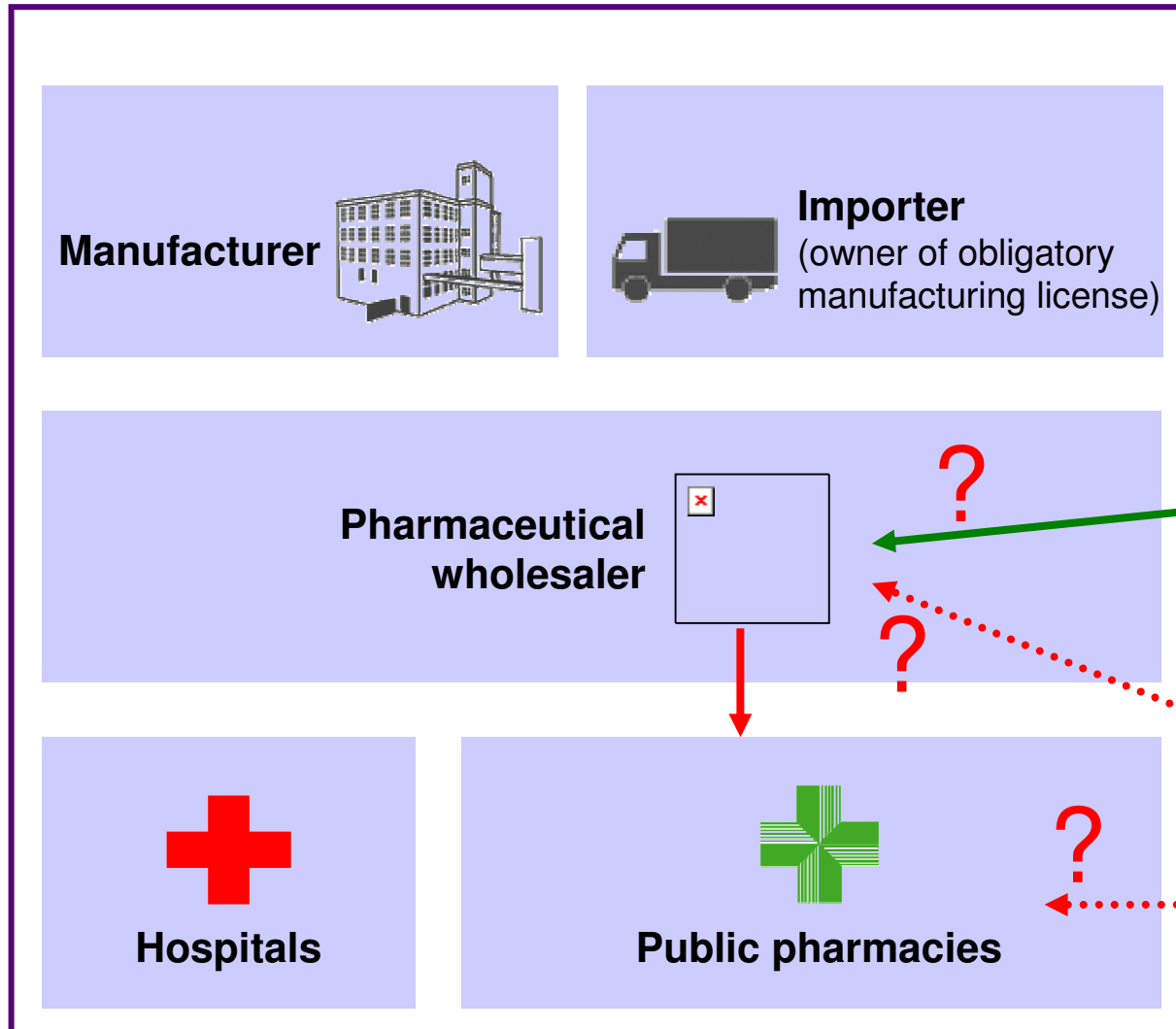


Non critical flow of goods and established business relations



Critical flow of goods: in this case a „criminal newcomer“ is able to feed counterfeit products into the legal distribution chain

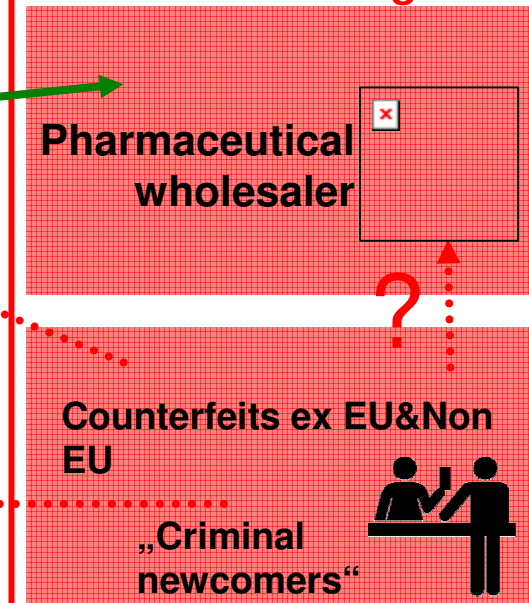
National distribution channels (Rx) in the EU



Solution approach:

- original purchase invoice to be checked by purchasing wholesaler (without prices)
- manufacturer has to supply information on original invoice

Critical flow of goods

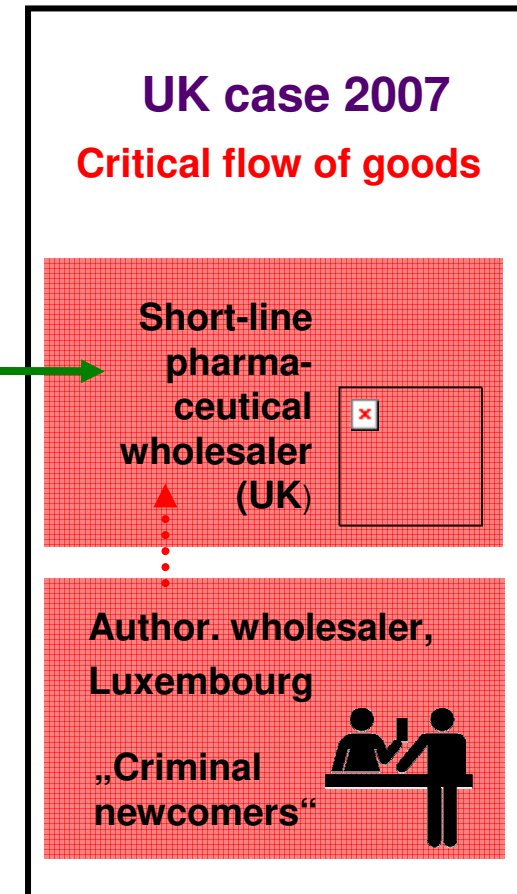
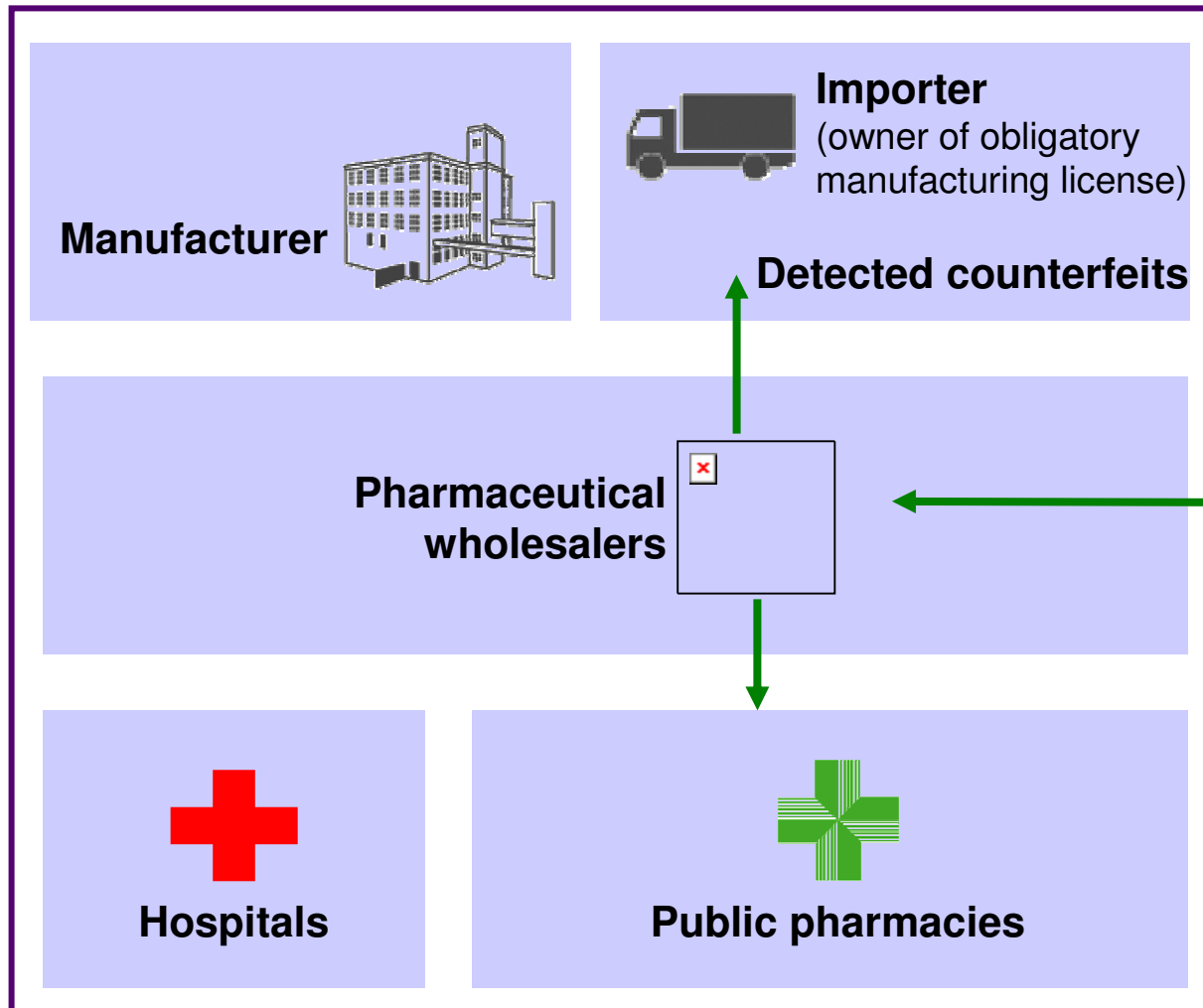




Non-critical flow of goods and established business relations



Critical flow of goods: in this case a „criminal newcomer“ is able to feed counterfeit products into the legal distribution chain

National distribution channels (Rx) in the EU



-  Non-critical flow of goods and established business relations
-  Critical flow of goods: in this case a „criminal newcomer“ is able to feed counterfeit products into the legal distribution chain

How can counterfeit medicines be prevented from entering the wholesale market?

- The purchasing wholesaler can/has to obtain the original purchase invoice from the selling wholesaler
- The manufacturer has to provide, if requested, the purchasing wholesaler with information on the purchase invoice
- The manufacturer sends data to the purchasing wholesaler for verification

Thank you

for more information:
www.vad-news.org