Fighting Counterfeit Medicines:
The WCO global anti-counterfeiting platform

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World Customs Organization
The World Customs Organization (WCO) is an independent intergovernmental body representing 180 Customs administrations across the globe.

180 Members
70%
National Customs Administrations (Countries)
Customs authorities are on the front line in the fight against counterfeiting and account for 70% of seizures in the world

Counterfeiting
$600 Billion 2014 (ICC)
↓
$1.7 Trillion 2015 (ICC)
WCO’s Anti-Counterfeiting Program

TECHNICAL

OPERATIONS

TRAINING

IPR Activities

- Targeting and risk analysis techniques
- On the ground trainings & interceptions
- Holistic view of counterfeiting
Operation Results

AFRICA
Operation Biyela
Operational Command Unit: Togo
23 Countries
23 Ports
1.1 Billion Counterfeit items intercepted
> 560 Million units of pharmaceutical products
> 460 Million units of electronic appliances

Pharma overview results

WCO Illicit Trade Report
wcoomd.org

- Medicines account for almost half of the total amount of detained commodities in 2014
- A special section of next year’s IPR report (2015) will be dedicated to medicines.
- For the first three most frequent medicine types, the vast majority of these medicines were registered as generic medicines.
Training & Operations 2015-2016

- Capacity building training:
  - Training events: Egypt, Jordan, Azerbaijan, Oman, Zimbabwe, Kazakhstan, Jamaica, Bangladesh, The Former Yugoslav Republic of Macedonia, Malawi, Moldova, Georgia, Ukraine, India
  - Regional Seminars: A/P region, Latin America, EU Eastern Partnership Countries
  - IPR Regional Workshop for Asia/Pacific Region (May 2016 – India)

- Operations:
  - 2015: Balkan Gate, Action IPR Asia
  - 2016: Seascape

- Upcoming events:
  - 1-5 August: IPR National Workshop for Myanmar (Myanmar)

The IPM Tool
The only global anti-counterfeiting platform for law enforcement

Main features:
- Gateway to information & actionable resources
- Operational information for Customs officers on the ground
- Continuous training for Customs officers on brands
- Improved communication
IPM – Countries

Customs officers using IPM

IPM – Members

Rights Holders
All industry sectors are represented
The IPM WEB Tool

The IPM MOBILE Tool
Interoperability with Security Solutions

XS11L
Alphanumeric
Data Matrix
Image-based
NFC Tags

Verification via SSP integration
Current SSP ecosystem

What is in it for you?

- Real-time transmission of product information to Customs officers on the ground
- Share news and alerts
- Invitations to conferences involving Customs officers and security solution providers
- Direct access to Customs officials
- Continuous training of Customs officers
- Access product specific analytical data
Questions

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