

Waging War on Counterfeit Pharmaceuticals: Effective Investigation and Enforcement Across Jurisdictions

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Why worry about counterfeits?

- Undermines your business
- Damage to brand + consumer confidence
- Public safety



**COUNTERFEIT
DRUGS KILL!**



Why wage a war?

"...we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender..."

Winston Churchill
4 June 1940



Enforcement strategy

- Importers / distributors
- Retailers
- Manufacturers
- THE INTERNET



Enforcement toolkit

- Investigation / intelligence gathering
- Border control: Australian Customs Service
- Criminal prosecution
- "self-help": civil remedies



A multi-faceted approach to combat a multi-jurisdictional issue

- Intelligence
- Deterrence
- Commitment
- Co-operation + collaboration



Self-help

- Cease & desist campaigns
- Search orders & freezing orders
- Evidence as to source
- “Follow the money”
- Cross-border initiatives





Questions?

Thank you

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