



## PRESS RELEASE

# IFPW JOINS FIGHT THE FAKES CAMPAIGN

Virginia, USA, June 6 2014. IFPW is pleased to announce that it has formally become a partner of the Fight the Fakes campaign to address the global issue of falsified and counterfeit medicines.

Fake medicines put patients and the general public at a serious health risk. These potentially dangerous products are distributed to patients who believe they are receiving the genuine prescribed treatment, when in fact they are receiving counterfeit products that oftentimes have serious consequences.

The Fight the Fakes campaign is designed to raise awareness of the risks associated with these fake medicines. The campaign gives victims who have been impacted a forum to share their stories and reach out to others in order to demonstrate these dangers. Fight the Fakes' goal is to construct a global network of organizations and individuals who will bring these fake medicines to the forefront worldwide. Through the efforts of those involved, the campaign aims to tackle this growing public health threat.

IFPW and 11 other organizations, including IFPW member the European Association of Full-line Wholesalers (GIRP), were formally introduced as new campaign partners today.

Mark Parrish, IFPW President, commented "We are excited to become a formal partner of the Fight the Fakes initiative and the opportunity it affords to collaborate with GIRP and other stakeholders in this very important public health area. Our wholesale members have long taken their role to secure and protect the medicine supply chains very seriously and the Fight the Fakes campaign provides our industry an opportunity to contribute the experience, knowledge and expertise gained at the individual company level to this space in a more comprehensive and meaningful way."

GIRP President, René Jenny, commented, "European full-line wholesalers strongly support the goals of the Fight the Fakes campaign. Counterfeit medicines are indeed everybody's business and by joining the initiative we are making the issue our business. GIRP has not been and never will be shy to stay away from safe supply initiatives which puts patients first."

In order to encourage the collection and dissemination of individual stories, Fight the Fakes has designed a website [www.fightthefakes.org](http://www.fightthefakes.org), which serves as an effective platform for those who are impacted by fake medicines and are making their stories heard. The website also serves as a resource for those who want to take an active role in supporting the campaign's effort by providing an outline of opportunities for action and collaboration.

IFPW and GIRP extend their sincere appreciation and congratulations to the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) on their tireless efforts to bring together all stakeholders in the Fight the Fakes campaign and to both raise awareness on and address this important issue.

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### [About IFPW](#)

The International Federation of Pharmaceutical Wholesalers (IFPW) represents wholesalers and wholesaler associations in 26 countries, and provides a strong, effective platform to establish strong dialog 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 promotion of good distribution practices and services.