Press Release

New Landmark in fight against counterfeit medicines with establishment of the European Medicines Verification System

(19 February - Brussels): Major European healthcare stakeholders have taken a significant step towards securing the legitimate pharmaceutical supply chain against the risk of falsified medicines, as required by the EU Falsified Medicines Directive.

EAEPC, the European Association of Euro-Pharmaceutical Companies, EFPIA, the European Federation of Pharmaceutical Industries and Associations, EGA, the European Generic and Biosimilar medicines Association, GIRP, the European Association of Pharmaceutical Full-line Wholesalers and PGEU, the Pharmaceutical Group of the European Union, have on 13 February 2015, announced the establishment of the European Medicines Verification Organisation (EMVO).

EMVO, a not-for-profit stakeholder organisation incorporated in Luxembourg, represents a key tool to combat the emergence of falsified medicines in the EU legitimate supply chain and improve patient safety. It represents the culmination of four years of intensive work towards a dependable and secure pharmaceutical verification system. Financed in the initial stages by the pharmaceutical industry, EMVO will now assume responsibility for the European Hub, which links national verification systems throughout Europe, a design agreed by the European Stakeholders.

Through the engagement of the whole pharmaceutical supply chain, the EMVO will reinforce the value of the European Stakeholder Model, allowing end to end verification of medicine packs from the point of manufacture, through to wholesale distributors, carrying out risk based verification and pharmacies to the dispensing point for patients, thereby securing the entire supply chain.

Germany will be the first Member State to contribute fully to the improved Europe-wide verification system under the auspices of EMVO, through its securPharm system. Meanwhile, countries that will need to comply with the Falsified Medicines Directive can benefit from the opportunity to join an existing product verification infrastructure designed by the EMVO (referred to as the national Blueprint System Template).

Newly-appointed EMVO Spokesman John Chave said: “The establishment of the EMVO is a major milestone in the implementation of the Falsified Medicines Directive, and shows stakeholders in the pharmaceutical sector working together to improve the security of the legitimate supply chain and, most importantly, to promote patient safety."

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About EAEPC

The European Association of Euro-Pharmaceutical Companies (EAEPC) is the representative voice of the pharmaceutical parallel distribution in Europe. Through national associations and individual company membership it today encompasses 88 firms from 23 countries in the EEA. EAEPC members handle about 70% of the volume of parallel imports in the EEA. The parallel distribution of medicines is 100% legal under EU law and is encouraged by many governments and regulators in order to foster competition. It is an arbitrage business that consists in the legal activity of authorised wholesalers who buy products in one EU country to sell them in another, in parallel, generating savings for patients, governments and health insurers alike. All products handled by EAEPC members have national or EU regulatory approval and are exclusively sourced from and sold to EEA countries using authorised trade channels. For further information please visit www.eaepc.org.

About EFPIA

EFPIA represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 40 leading pharmaceutical companies, EFPIA provides the voice of 1,900 companies committed to researching, developing and bringing new medicines to improve health and quality of life around the world. The pharmaceutical industry invests €30.6 billion on research and development per year in Europe and directly employs 690,000 people including 115,000 in R&D units in Europe.

EFPIA members are committed to delivering innovative medicines to address unmet needs of patients and reducing the burden of chronic diseases for Europe's ageing population. EFPIA believes in close cooperation with its stakeholders to help create sustainable healthcare systems and to develop prompt responses to health threats in Europe.

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About EGA

EGA represents the European generic and biosimilar pharmaceutical industries, which provide high-quality cost-competitive medicines to millions of Europeans. Companies represented within the EGA provide over 160,000 skilled, high value direct jobs in Europe. Generic medicines save EU patients and healthcare systems over €40 billion each year and account for 55% of all dispensed medicines but for only 21% of the pharmaceutical expenditure in Europe. The European generic and biosimilar medicines industries' vision is to provide sustainable access to high quality medicines for all European patients, based on 5 important pillars: patients, quality, value, sustainability and partnership. For more information please follow EGA at www.egagenerics.com and Twitter @egagenerics and @egabiosimilars.

About GIRP

European Association of Pharmaceutical Full-line Wholesalers (GIRP) is the umbrella organisation of pharmaceutical full-line wholesalers in Europe. It represents the national associations of over 750 pharmaceutical full-line wholesalers serving 32 European countries, including major Pan-European pharmaceutical full-line wholesaling companies.

About PGEU

The Pharmaceutical Group of the European Union (PGEU) is the European association representing more than 400,000 community pharmacists. PGEU's members are the national associations and professional bodies of pharmacists in 33 European countries, including EU Member States, EEA/EFTA members and EU applicant countries.