



**Oper@tion Hippocr@tes**

*Fight against online fake medicine*

**A EU operation to develop and enlarge  
expertise in tackling the trade of fake medicine  
through the internet**



Federazione Ordini  
Farmacisti Italiani

**InfoCons**  
consumers-protection.ro

Vartotojų balsas



## About the project

**OPERATION HIPPOCRATES** is a project co-funded by the European Commission which aims to develop and strengthen expertise in tackling the trade of fake medicine through the internet and to exchange best practices.

The project will support operators in their prevention activities through the delivery of reliable and useful information on key aspects, as for instance:

- Customs/pharmaceutical national or international laws on importation;
- Medicines, composition, pharmaceutical forms and active pharmaceutical ingredients;
- Characteristics of different types of health products (medical devices, cosmetics, dietary supplements, herbal products, regulatory issues);
- Recent case studies.

The project, implemented by **Codacons** together with **Associazione ISES** Association of Romanian consumers, **ANPCPPSR**, and Lithuanian, **VARTOTOJU BALSAS**, will have a duration of 2 years.

During these three days of training in Rome, participants from Italy, Lithuania and Romania will share opinions and experiences in order then to be trainers in their national courses on the recognition and investigation of fraud arising from the trade in fake medicines on the internet.

In addition, an e-learning course in each project language will be developed. The aim is to disseminate more widely the objectives of the project and to raise public awareness on the issues addressed.

For more information you can visit the website [www.hippocrates-project.eu/en](http://www.hippocrates-project.eu/en)

*Mr. CARLO RIENZI, CODACONS President*



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## **Operation Hippocrates**

**Training course**

**May 27, 28 and 29 2014**

**Stadio Domiziano**

**Via di Tor Sanguigna 3, Rome**



## Training - Day 1

27 May 2014

### What are medicines?

09:00 – 09:30	Welcome to participants
09:30 – 09:45	<b>Presentation of the training programme</b> <i>Gianluca Di Ascenzo (Vice-President Codacons)</i>
09:45 – 10:15	<b>Presentation of the project “Operation Hippocrates”</b> <i>Dolores Forgione (ISES)</i>
10:15 – 10:45	<b>The value of medicines</b> <i>Achille P. Caputi (Full Professor of Pharmacology – Faculty of Medicine and Surgery – Messina University)</i>
10:45 – 11:15	Coffee break
11:15 – 11:45	<b>Medicines: definitions (active ingredients, excipients, synthetic and biological medicines, pharmaceutical forms, ATC codes...)</b> <i>Piergiorgio Zuccaro (Former Executive – Department of Medicines Istituto Superiore di Sanità)</i>
11:45 – 12:15	<b>Ethical, SOP, OTC, nutraceuticals and herbal: pharmaceutical and regulatory aspects</b> <i>Gianluca Trifirò (Department of Clinical and Experimental Medicine Messina University and Department of Medical Informatics and Epidemiology Erasmus University Medical Center Rotterdam, NL)</i>
12:15 – 12:45	<b>The importance of Good Manufacturing Practices and Good Distribution Practices</b> <i>Riccardo Ballerini (Managing Director Pharma D&amp;S)</i>



# Training - Day 1

27 May 2014

What are medicines?

12:45 – 13:30	<b>Open discussion</b>
13:30 – 14:30	Lunch
14:30 – 15:00	<b>Why medicines in pharmacies?</b> Luigi D'Ambrosio Lettieri ( <i>Vice President FOFI</i> )
15:00 – 15:30	<b>Devices and cosmeceuticals</b> Marcella Marletta* ( <i>Chief of the General Directorate of medical devices, of pharmaceutical service and of treatments security – Ministry of Health</i> )
15:30 – 16:30	<b>Why we should say no to fake medicines</b> <i>Round Table</i>
16:30 – 17:30	<b>Wrap up of the day and closure</b>

\* to be confirmed



## Training - Day 2

28 May 2014

E-commerce

09:00 – 09:30

### **The value of quality**

*Arturo Zanni (Chief Executive – Sanofi)*

09:30 – 10:00

### **From the e-commerce revolution to the black market**

*Gianluca Arnesano (Social Media Strategist Senior  
Competence Communication)*

10:00 – 10:30

### **Identification of the internet paths**

*Matteo G.P. Flora (Associazione Informatici Professionisti –  
Italian Computer Society)*

10:30 – 11:00

Coffee break

11:00 – 11:20

### **Which rules for e-commerce?**

*Marco Ramadori (President Codacons)*

11:20 – 11:40

### **SIAC - The anti counterfeiting service**

*Gen. B. Gennaro Vecchione (Commander of the Special  
Units of the Guardia di Finanza)*

11:40 – 12:00

### **Import regulations**

*Edoardo Francesco Mazzilli (General Directorate  
antifraud and controls – Investigations offices Agenzia  
delle Dogane e dei Monopoli)*

12:00 – 12:20

### **Unfair commercial practices**

*Jacopo Berti (Italian Competition Authority)*

12:20 – 12:40

### **The privacy issues on health data**

*Riccardo Giannetti (President Pharmasoft)*

12:40 – 13:00

### **A new device for the identification of fake medicines**

*Carmelo Lo Duca (President GI.BI.EFFE)  
Renato Ostorero (Responsible for New Projects GI.BI.EFFE)*



## Training - Day 2

28 May 2014

### Trade of medicine through the internet

14:00 – 14:30

#### **The national legal framework – Italy**

Gianluca Di Ascenzo (*Vice-President Codacons*)

14:30 – 15:00

#### **The national legal framework – Lithuania**

Asta Zlatkiene (*Chief Specialist of the Pharmacy department Pharmacy Activities Division Ministry of Health of Republic of Lithuania*)

Vida Kevaliene (*State Drug Control Service of the Lithuanian Ministry of Health Inspection Division, Chief Specialist*)

Loreta Adomonyte (*Quality department Manager, Responsible Pharmacist Ltd „Tamro“*)

15:00 – 15:30

#### **The national legal framework – Romania**

Tania Radulescu (*Medical Director – Hospitals*

*Administration and Medical Services – Bucharest Hall*)

Ramona Bulcu (*Prosecutor – The High Court of Cassation and Justice*)

Laurentiu Mihai (*Executive Director – Romanian Generic Medicines Manufacturers*)

15:30 – 16:30

#### **Consumers protection laws**

Round table and open discussion

16:30 – 17:30

#### **Wrap up of the day and closure**



## Training - Day 3

29 May 2014

### Trade of fake medicine through the internet

- |                      |                                                                                                                                                                                                                     |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>09:00 – 09:20</b> | <b>Trade of fake medicine through the internet:<br/>a global concern</b><br><i>Domenico Di Giorgio (Unit for counterfeit prevention AIFA)</i>                                                                       |
| <b>09:20 – 09:40</b> | <b>Fake medicines: a public health threat</b><br><i>Maria Cristina Gaudiano (Department of chemical<br/>medicines quality, Anti counterfeiting Unit Istituto Superiore<br/>Sanità)</i>                              |
| <b>09:40 – 10:00</b> | <b>European regulation and initiatives<br/>(Pangea III, IV, V, Impact)</b><br><i>Col. Vito Antonio Rosario Diomeda (Vice officer N.A.S.<br/>Carabinieri – Health protection unit)</i>                               |
| <b>10:00 – 10:20</b> | <b>The economical, image, individual and community damage</b><br><i>Enrico Maccallini (General Directorate for the counterfeit<br/>Italian patent and trademarks office – Ministry of<br/>Economic Development)</i> |
| <b>10:20 – 10.45</b> | Coffee break                                                                                                                                                                                                        |
| <b>10:45 – 11.15</b> | <b>The Italian experience in the prevention of and fight against<br/>trade of fake medicine through the internet</b><br><i>Antonio Longo (President Movimento difesa del cittadino)</i>                             |





## Training - Day 3

29 May 2014

### Trade of fake medicine through the internet

11.15 - 11:45	<p><b>The Lithuanian experience in the prevention of and fight against trade of fake medicine through the internet</b></p> <p>Evaldas Visockas (<i>Chief inspector of Violation Prevention Division Customs Department under the Ministry of Finance of the Republic of Lithuania</i>)</p> <p>Laura Breškiene (<i>Deputy head of Information analysis division Customs criminal service</i>)</p> <p>Jurgita Šerenaitė Kaukenienė (<i>Chief Inspector of the Training and Methodology Division</i>)</p>
11:45 - 12:15	<p><b>The Romanian experience in the prevention of and fight against trade of fake medicine through the internet</b></p> <p>Corneliu Vișoianu (<i>Advisor of the Prime Minister – Romanian Government</i>)</p> <p>Sorin Stanica (<i>Chief Police Inspector – General Inspectorate of Romanian Police</i>)</p>
12:15 - 13:00	<p><b>Case studies</b></p> <p>Codacons, Vartotoju balsas, A.N.P.C.P.P.S.</p>
13:00 - 14:00	<p>Lunch</p>
14:00 - 14:20	<p><b>Citizens' role: information and reports</b></p> <p>Luigi Gabriele (<i>Public Affairs Associazione Codici</i>)</p>
14:20 - 15:00	<p><b>Case studies</b></p> <p>Codacons, Vartotoju balsas, A.N.P.C.P.P.S.</p>
15:00 - 15:30	<p><b>Train the trainers activity</b></p> <p>Valeria Graziussi (<i>Codacons</i>)</p>
15:30 - 17:00	<p><b>Closing remarks – Wrap up of the training and closure</b></p>



Ideazione &  
Progettazione &

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## About the training

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### Background

There is an alarming increase of medicinal products detected in the European Union which are falsified in relation to their identity, history or source. Those products usually contain substandard or falsified ingredients, or no ingredients or ingredients, including active substances, in the wrong dosage becoming a threat to public health.

Directive 2001/83/EC of the European Parliament and of the Council sets the rules for manufacturing, importing, placing on the market, and the wholesale distribution of medicinal products in the Union. Now this Directive has been amended by Directive 2011/62/EU.

### Objectives

- To increase participants' awareness
- To develop and strengthen the expertise in tackling the trade of fake medicine through the internet
- To improve co-operation and exchange best practices in the field
- To develop the train-the-trainer methodology

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