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and Fight against Crime Programme  
of the European Union

# INTERNATIONAL OCTOBER 14, 2016 ROME, ITALY CONFERENCE

Nobile Collegio Chimico Farmaceutico, Via in Miranda, 10

## COORDINATOR



## CO-BENEFICIARIES



## ASSOCIATE PARTNERS



### 9:30 Welcome

Mario Melazzini, *Chairman of the Board – AIFA*  
Antonio Messina, *Farindustria*

### Introduction

Domenico Di Giorgio, *AIFA*

## THE PHARMACEUTICAL CRIME

### 10:00 The market of falsified medicinal products: how is the scenario changing?

Manuel Ibarra Lorente, *AEMPS*  
Domenico Di Giorgio, *AIFA*  
Vânia Serapicos, *INFARMED*  
Athiquir Meah, *MHRA*

### 10:45 Thefts of medicines: an outline of the phenomenon

Domenico Di Giorgio, *AIFA*

### 11:00 Management of cases of pharmaceutical crime in Italy

Diana Russo, *Public Prosecutor of the Republic*

### 11:20 Coffee break

### 11:40 Regulation on the delegated acts

Belén Escribano Romero, *AEMPS*

## SALE OF MEDICINES ONLINE

### 12:00 The purchase of medicines online

**The results of the 2016 survey in UK, Italy, Spain and Portugal**  
Claudio Barbaranelli, *University of Rome "Sapienza"*

### 12:20 Evolution of the sale at the distance after the introduction of the Common Logo

Giampiero Camera, *Italian MoH*  
Belén Escribano Romero, *AEMPS*  
Vânia Serapicos, *INFARMED*  
Lynda Scammell, *MHRA*  
Paul Brewer, *MHRA*

### 13:20 Lunch

### 14:30 The role of the Social Networks and Market Places in the fight against pharmacrime

Delphine Dauba-Pantanacce, *eBay*

### 15:00 FDA pursuing illegal web pharmacies

Daniel Burke, *U.S. FDA*

### 15:20 Gain an understanding of the current media being used within the cyberworld and its evolution

**The Fakeshare project's strategic conclusions**  
Ryan Williams, *LegitScript*

### 15:40 Communication campaigns and Internet communication strategies

Mike Isles, *ASOP EU*

## THE TOOLS DEVELOPED IN THE FRAMEWORK OF FAKESHARE

### 16:00 The Fakeshare HUB: the advantages of a platform shared among the Member States

Giovanni Ferretti, *AIFA*  
Marco Fontanella, *AIFA*  
Gianpaolo Derossi, *AIFA*

Working language: English