



fakeshare



Co-funded by the Prevention of and Fight against Crime Programme of the European Union

# INTERNATIONAL CONFERENCE

OCTOBER 14, 2016  
ROME, ITALY

Nobile Collegio Chimico Farmaceutico, Via in Miranda, 10

## COORDINATOR



9:30 **Welcome**  
Luca Pani, *Director General – AIFA*  
Antonio Messina, *Farindustria*

**Introduction**  
Domenico Di Giorgio, *AIFA*

## CO-BENEFICIARIES



## 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*  
Athiqur 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*

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*

## ASSOCIATE PARTNERS



Working language: English