

The Hong Kong Association of the Pharmaceutical Industry



Issue 7/9 2011

Jul-Sept 2011

In This Issue

- Seminar on Public-Private Partnership to Combat Counterfeit Medicines
- Visit to Macao Customs
- 2011-2012 Policy Address Consultation

Special Seminar on Public-Private Partnership to Combat Counterfeit Medicines (Click [here](#) for more photographs)

To foster closer collaboration among key stakeholders in combating counterfeit medicines, the HKAPI and the Customs and Excise Department jointly organized a half day seminar on Public-Private Partnership to Combat Counterfeit Medicines.

Mr. Luke AuYeung, Deputy Commissioner of Hong Kong Customs delivered the opening remarks and stressed the importance of public private partnership and support from trademark owners when fighting against counterfeit medicines. Dr. Sian Ng, on behalf of the Association, thanked the Hong Kong Customs for their efforts in combating counterfeit drugs. HKAPI and all the other key stakeholders will continue to make concerted efforts, through increasing public awareness, enhancing effectiveness of enforcement, advocating heavier penalty for counterfeit offenders.

Mr. Albert Ho, Head of Intellectual Property Investigation Bureau, C&E Department gave an overview of Operation "Dart" which employs a holistic approach to tackle counterfeit medicines since 2007, the number of pharmacies found to be involved in the selling of counterfeit medicines have been greatly reduced over the past few years. A number of initiatives such as forming a working group among key stakeholders to formulate effective strategies to further deter counterfeiters will be taken.

- Corporate Governance Seminar on Product Recall

- Seminar on Clerkship, Internship and Summer Placement

- Briefing on Exemption of Regulated Products

- Seminar on UK Bribery Act 2010

- Seminar on Communication

- New HKAPI Member (Jul-Sept)

In the second session, Mr. Tony Chiu, Consultant to Novartis, gave members an indepth analysis on the issue of online pharmaceutical trafficking through auction sites, business to business sites, Internet pharmacies, discussion forums and email solicitation.

Mr. Adrian Wong, Senior Director of Security of Novartis shared with the audience the steps and best practices in reporting counterfeit medicines cases to Customs and Excise Department and the HKAPI. Professor Kenneth Lee, Head of Pharmacy of the Monash University, discussed in details the adverse impact of counterfeit medicines on patients' health and the cost to the society.

Last but not least, a roundtable discussion was held with the participation from Ms. Connie Lau, Chief Executive of the Consumer Council; Mr. Clive Chan, Ag. Senior Pharmacist of the Department of Health; Mr. Sam Hui, Vice President of Hong Kong General Chamber of Pharmacies, Mr. Albert Ho of Customs and Excise as well as Dr. Sian Ng from HKAPI.

The discussants gave a review of the major efforts and accomplishments over the past few years in fighting against counterfeit drugs and more importantly to share their views on the way forward. Over 30 representatives from our member companies attended the seminar and found it very informative and useful.



Mr. Roe Shahar, HKAPI Board of Directors, helped to moderate the seminar and roundtable discussion.



Mr. Luke AuYeung, Deputy Commissioner of C&ED, delivering the opening speech.



Dr. Sian Ng, HKAPI President, thanked all the key stakeholders for joining the seminar.



Mr. Albert Ho, Head of Intellectual Property Investigation Bureau, C&ED gave a review of Operation "Dart".

Editorial Board

Sian Ng

Phoebe Ho

Sabrina Chan

Jenny Wan

Contact Us

Tel: 2528-3061

Fax: 2865-6283

<http://www.hkapi.hk>

/

info@hkapi.hk



Mr. Tony Chiu, Consultant to Novartis, shared with the audience the latest trends in online pharmaceuticals trafficking.



Mr. Adrian Wong from Novartis Corporate Security, highlighted the key steps in reporting counterfeit cases to HK Customs.



The talk by Professor Kenneth Lee focused on the adverse impact of counterfeit medicines on patients' and public's health.



Ms. Connie Lau, Chief Executive, Consumer Council, discussed the 'name and shame' initiative taken jointly with the Customs and Excise Department.



Mr. Clive Chan from the Department of Health discussed the collaboration with HK Customs and the disciplinary actions taken to deter pharmacies from committing counterfeiting offences.



Mr. Sam Hui, Vice President of the Hong Kong General Chamber of Pharmacies introduced to the audience their work against pharmacies that sell counterfeit drugs.

Visit to Macao Customs

The anti-counterfeit taskforce, led by Mr. Roe Shahr, HKAPI Board of Directors paid a visit to Macao Customs on 28 July. During the visit, Mr. Cheng Kin Chong, Head of Intellectual Property Rights Department and his colleagues introduced to members the responsibilities of their Enforcement Division and Litigation Division. Also explored and discussed in the meeting were different ways of collaboration to fight against counterfeit drugs in Macao. HKAPI will meet up with Macao Customs on a regular basis for information sharing and update on initiatives taken against counterfeit drugs.

2011-2012 Policy Address Consultation

In preparation for the 2011-2012 Policy Address and to solicit views from different sectors, the Government has organized a number of consultation sessions in August. HKAPI was invited to provide our views on healthcare policies and Dr. Sian Ng, President, presented the views on behalf of the Association. We urge the government to further increase the drug budget as well as the usage of innovative and effective drugs which will benefit patients and improve their quality of life, especially for those with catastrophic illness. It is also important for the government to increase the transparency of the proposed Health Protection Scheme.

Corporate Governance Seminar on Product Recall

Department of Health issued the Pharmaceutical Products Recall Guidelines in May 2011 to ensure all the necessary procedures are efficiently carried out by the certificate holder, importer or distributor in the event of a product recall. On 8 September, HKAPI Associate Member Simmons and Simmons organized a seminar to discuss the key points to note when managing a product recall.

Ms. Rita Leung, Associate of Simmons and Simmons, first highlighted the key regulations governing the recall of Pharmaceutical Products in Hong Kong. Mr. Lewis Ho of Simmons & Simmons, also HKAPI's Honorary Legal Advisor, then led the discussion which centered around the different perspectives of a recall, including legal, regulatory, public affairs and business decision. We are also glad to have Mr. Tony Chow, Legal Counsel of GSK to share his experience in carrying out product recalls.

About 30 members attended the seminar and had a good discussion and shared with each other on suggestions to improve communications with the Department of Health during a product recall.



Seminar on Clerkship, Internship and Summer Placement

HKAPI believes that pharmaceutical companies play an important role in the training and development of human resources for the industry and providing industry experience for pharmacy school students so that they have a better understanding of the pharmaceutical industry.

In view of this, HKAPI organized a seminar on 29 July to our members to explain the requirements and the benefits of supporting the clerkship, internship and summer placement programs of the Pharmacy School of Chinese University of Hong Kong, as well as the BPharm. Programme of the University of Hong Kong. Dr. Joyce You, Associate Professor, School of Pharmacy of CUHK and Dr. Jenny Lam, Assistant Professor, Department of Pharmacology and Pharmacy, HKU respectively introduced the curriculum of the pharmacy school with a focus on the objectives and learning outcomes of the clerkship and internship programs.

Dr. Grace Lau, Managing Director of MSD shared with other members their experience in providing internship to the pharmacy graduates, the resources required and the procedures for offering internship program and registering as an training institution.

Mr. Stephen Leung, Country Manager of Pfizer then discussed the benefits of supporting the clerkship and internship while Ms. Stella Luk, Medical Affairs Associate Manager of Pfizer shared with members her experience as a trainer and preceptor. About 20 members attended the seminar to explore the ways to support these programs.



Dr. Joyce You from School of Pharmacy of CUHK introduced their B. Pharm curriculum as well as the clerkship and Internship programs to HKAPI members.



Dr. Jenny Lam from HKU's Department of Pharmacology and Pharmacy explained the objectives and the key learning outcomes of their clerkship program.



Dr. Grace Lau, Managing Director of MSD shared the company's experience in offering internship to Pharmacy School students.



Mr. Stephen Leung, Country Manager of Pfizer, shared with the audience the benefits of offering internship to Pharmacy School students.

Briefing on exemption of regulated products under the Human Organs Transplant Ordinance

The amended Human Organs Transplant Ordinance has come into effect on 1 September under which a newly introduced mechanism is provided for the Director of Health to exempt regulated products such as human skin and bone derived products from the provision of commercial dealings. In order to facilitate industry's understanding of the exemption of regulated products, the Department of Health organized two briefing sessions to introduce the exemption mechanism, criteria for exemption, application procedure, the required documents and the general exemption conditions. The [guidance note](#) and [a list of exempted products](#) is available on the website of the Department of Health.

Seminar on UK Bribery Act 2010

On July 14, HKAPI Associate Member Baker & McKenzie organized a seminar on UK Bribery Act 2010 to the full members. Ms. Kareena Teh, Partner of Baker & McKenzie in Hong Kong, gave an overview of the UK Bribery Act 2010 and its relevance to Asia Pacific. The key differences between the UK Bribery Act and the Foreign Corrupt Practices Act (FCPA) were also highlighted. Ms. Isabella Liu, Partner of Baker & McKenzie then discussed in details the implications for the pharmaceutical companies and the best practices that can be adopted to ensure compliance and minimize risks under the new regulatory regime.

Seminar on Communication

On 4 August, HKAPI Associate Member SchroederLo Associate and their business partner Mandel Communications jointly organized a seminar on effective communication based on the Mandel Blueprint™ methodology. The seminar aims to help participants to create clearer and more compelling communications, increase the credibility of the messenger and most importantly, to capture the interest of the audience which resulted in actions one desired. Members attended the seminar had the opportunity to practise the methodology on the spot and obtain immediate feedback from the coaches.



New HKAPI Member (Jul – Sept)

HKAPI is pleased to welcome [Stryker China Limited](#) who joined as Associate Member in July 2011.

Stryker China Limited

Stryker is one of the world's leading medical technology companies and is dedicated to helping healthcare professionals perform their jobs more efficiently while enhancing patient care. The Company offers a diverse array of innovative medical technologies, including reconstructive, medical and surgical, and neurotechnology and spine products to help people lead more active and more satisfying lives.