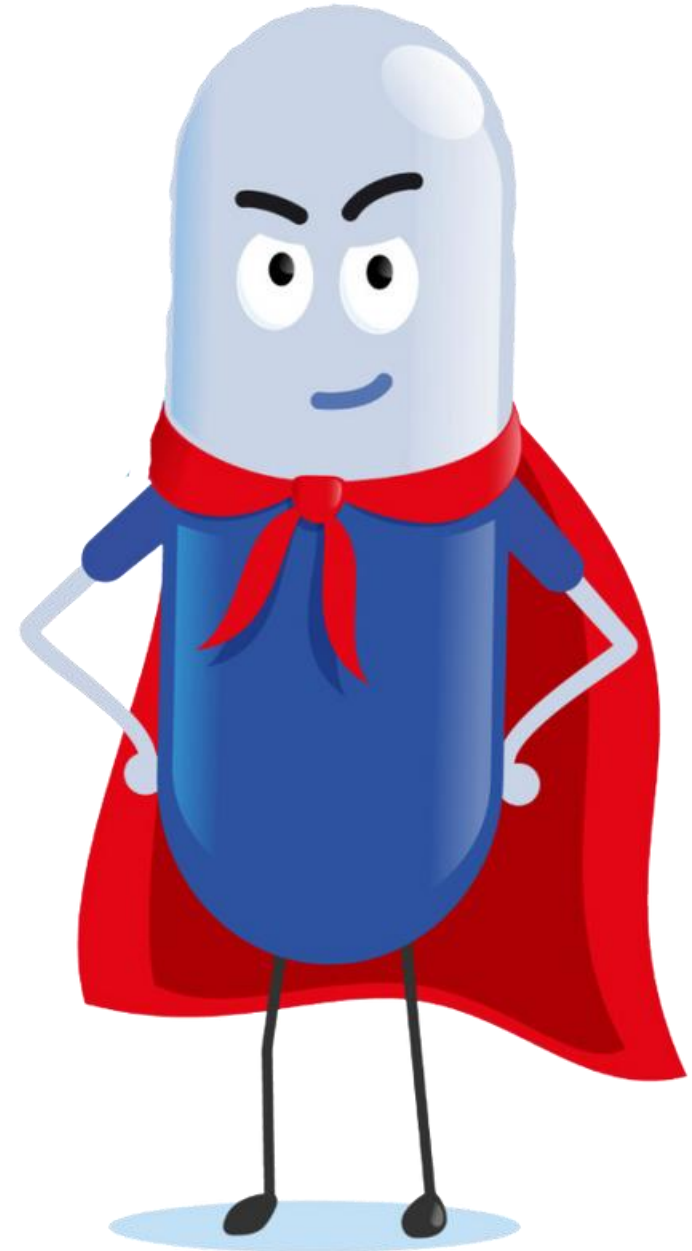


Fight the Fakes Alliance

MEDICIME 10th CoP Plenary Meeting
Wednesday, 10 December 2025



Introducing Fight the Fakes Alliance



We are a multi-stakeholder non-profit association that aims to raise awareness and influence change about the proliferation of substandard and falsified medicines. Our partners represent health care professionals, manufacturers, wholesalers, researchers, and patients, with a collective mission to enhance awareness and drive impactful change with SFs.



Our Leadership



Andrea Vassalotti
Director of Partnership &
Programs

FtFA Chair

*World Heart Federation
(WHF)*



Michael Schmitz
Director of International
Advocacy

FtFA Vice-Chair

U.S. Pharmacopeia (USP)



Christopher Goetz
Executive Vice President

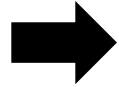
FtFA Vice-Chair

IFPW Foundation

Our Key Objectives



Policy Positioning



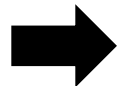
- Development of accessible **policy resources**, including reports and calls to action.
- **Engagement with international organizations**, including the World Health Organization (WHO), the World Trade Organization (WTO), World Customs Organization (WCO), and the African Union.
- Positioning SFMP during **WHO Executive Boards**.

Advocacy



- Actively **engaging with national and global stakeholders** to encourage them to prioritize reduction of SFMP.
- Crafting **advocacy campaigns and messages** to enact change.
- Driving **Fight the Fakes Week**.

Communications



- Social media and website acting as **resource hubs** on SFMP.
- Regularly featured in the **media**.
- Educational **webinars**.

More Than a Decade of Action



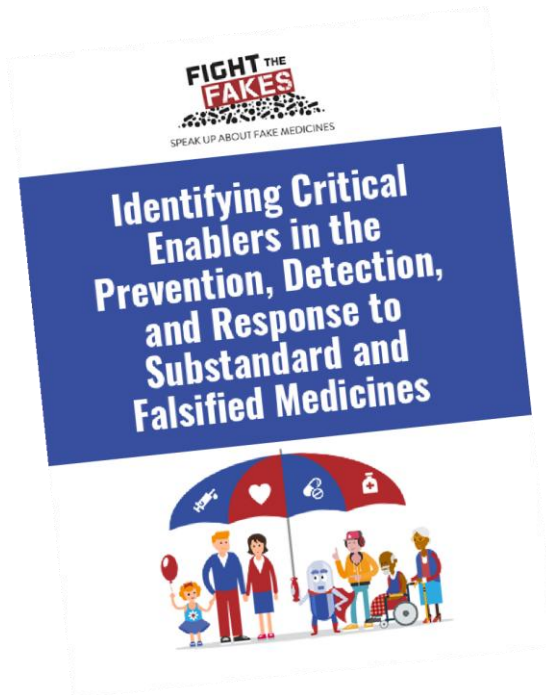
- Over 40 statements and press releases
- Spoke at **60+ events**, leading the yearly Fight the Fakes Week
- Delivering statements at the **World Health Assembly** and the WHO Executive Board through partner organizations since 2016
- Shaping the narrative, telling the **stories of people impacted by SFs**
- Over **half a million website visits** and **reaching millions of other people** worldwide through our social media campaigns
- Extensive national and international **media coverage**
- Official **MEDICRIME Convention Observer**



FTFA white paper on Identifying Critical Enablers in the Prevention, Detection, and Response to Substandard and Falsified Medicines



The report assesses the current challenges in the global fight against SFs and offers actionable solutions to address what is one of the fastest-growing criminal enterprises in the world responsible for over one million deaths annually”



Advocating for the expansion of education and awareness among all stakeholders, in particular consumers, healthcare providers, and policymakers, regulators, and custom officers

Facilitating collaboration and coordination on all levels, leveraging existing platforms and legal instruments

Advancing the development of anti-SFs initiatives at global, regional, and national levels

Strengthening law enforcement, infrastructure, and capabilities to prevent SFs to enter the supply chains of medical products and to ultimately reach consumers.

FtFA Advocacy at Global & Regional Levels



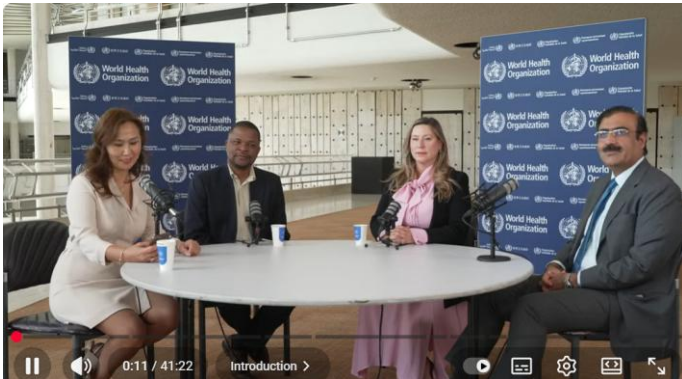
Fight the Fakes Alliance delivers a statement at the World Health Organization Executive Board Meeting In February 2025



Fight the Fakes Alliance participated in an official World Health Assembly event held at the Palais des Nations in May 2025, which gathered representatives from multiple member states



Fight the Fakes Alliance World Health Assembly 2025 reception event in Geneva



Fight the Fakes Alliance was represented by Oksana Pyzik, Academic Chair of the Fight the Fakes Alliance, Associate Professor of Pharmacy Practice & Policy, UCL School of Pharmacy, on a #AskWHO live alongside World Health Assembly 2025



Fight the Fakes Alliance took part in the launch of the African Working Group on Substandard and Falsified Medical Products (SFMP) in Addis Ababa by the African Union Development Agency–NEPAD (AUDA-NEPAD), through its African Medicines Regulatory Harmonisation (AMRH)



Fight the Fakes Alliance co-hosted a webinar with the World Patients Alliance on strengthening collaboration and innovation to combat SFs

FtFA Fight the Fakes Week Flagship Webinar 2025



Join Fight the Fakes Alliance for Fight the Fakes Week 2025

Webinar: Deadly Deceptions: The Rise of Falsified Weight Loss Medications and How to Fight Back

**Friday, 5th December
5-6pm CET**



Moderator:
Shabbir Imber Safdar

Executive Director,
Partnership for Safe
Medicines



Prof. Oksana Pyzik

Associate Professor, UCL
School of Pharmacy;
Academic Chair of Fight
the Fakes Alliance



Anne Devaud

Global Product Security
Head,
Novo Nordisk



Justin Macy

Director of Innovation,
National Association of
Boards of Pharmacy
(NABP)



Justin Presant

AVP, Assistant General
Counsel, Special
Investigations, Eli Lilly



[Register here](#)



#FighttheFakes #FTFweek

Thank You

SPEAK UP AGAINST
SUBSTANDARD AND FALSIFIED
MEDICINES



Secretariat@fightthefakes.org



<https://www.linkedin.com/company/fightthefakes/>



www.fightthefakes.org

**FIGHT THE
FAKES**

