



With the financial support of the Prevention of and Fight against Crime Programme  
European Commission – Directorate-General Home Affairs

## THE ONLINE TRADE OF FAKE MEDICINES: FROM RESEARCH TO ACTION

THE EU FUNDED PROJECT [WWW.FAKECARE.COM](http://WWW.FAKECARE.COM)

### Launching seminar

11<sup>th</sup> December 2012, 9.00 – 16.00  
Room B, Faculty of Law, University of Trento  
Via Verdi 53, Trento

Coordinator:



Co-beneficiaries:



Associate partners:



9.30 – 9.45

#### Welcome from the University of Trento

Davide Bassi, *Rector*

#### Welcome from the Faculty of Law

Gianni Santucci, *Vice-Director*

#### Project FAKECARE: an introduction

Andrea Di Nicola, *University of Trento, eCrime  
Project coordinator*

SESSION 1  
9.45 – 11.15

### FAKE MEDICINES AND ONLINE TRADE: PROBLEM ANALYSIS AND INSTITUTIONAL NEEDS

#### Fake medicines: framing the phenomenon

Domenico Di Giorgio, *Counterfeit Prevention Unit, AIFA*

#### The police fight at the international level: Interpol's role

Cecilia Fant and Patricia Grollet, *Medical Product Counterfeiting  
and Pharmaceutical Crime Unit, Interpol*

#### The police fight at the national level

Costantino Meloni, *Carabinieri for Public Health Safety (NAS)*

#### Supporting institutions: the importance of training

Wilfrid Roge, *IRACM*

11.15 – 11.45 *Coffee break*

SESSION 2  
11.45 – 13.30

### RESEARCH TACKLING THE ONLINE TRADE OF FAKE MEDICINES

#### The contribution of legal analysis: comparing regulations of online pharmacies across the EU Member States

Andrea Cauduro and Gabriele Baratto, *University of Trento,  
eCrime*

#### The contribution of virtual ethnography to the understanding of the online trade of fake medicines

Georgios Antonopoulos, *Teesside University*

#### The contribution of statistics: web surveys as a tool to profile customers of online pharmacies

Barbara Vettori, *Catholic University of Milan & eCrime*

#### The contribution of criminology: identifying “hot” medicines

Mara Mignone and Matteo Ceron, *RiSSC*

#### The contribution of ICT (1): findings from a preliminary study on the automatic detection of illegal online pharmacies

Themis Palpanas and Alberto Cordioli, *University of Trento,  
DISI & eCrime*

#### The contribution of ICT (2): IT Intelligence projects for blocking illegal online pharmacies

Domenico Di Giorgio

13.30 – 14.30 *Buffet lunch*

SESSION 3  
14.30 – 16.00

### CASE STUDY ANALYSIS

#### International case studies: police cooperation (operation Pangea V)

Cecilia Fant, *Medical Product Counterfeiting  
and Pharmaceutical Crime Unit, Interpol*

#### International case studies: industries cooperation

Ashley How, *Pharmaceutical Security Institute*

#### National case studies

Marcello Chiavoni, *AIFA*

#### Closing remarks

Andrea Di Nicola

*Before the seminar, the University of Trento and the Italian Medicines  
Agency will sign an agreement protocol on teaching and research  
activities concerning the issues of pharmaceutical counterfeiting  
and illegal online trade of medicines.*

### ABSTRACT

The counterfeiting of medicines and their online trade represent two strictly intertwined phenomena, that have reached alarming dimensions, especially because of their impact on public health. On the occasion of the seminar, the [WWW.FAKECARE.COM](http://WWW.FAKECARE.COM) research project, recently funded by the EU Commission and centered on pharmaceutical product counterfeiting, will be launched. The project involves a team of university researchers, who will adopt a multidisciplinary and integrated approach (law, criminology, statistical and information science) in order to support institutional actors in the development of a more accurate picture of the phenomenon and in the identification of new tackling and prevention tools. The improvement and systematization of the knowledge on the demand and supply mechanisms (through innovative research methods such as virtual ethnography, web surveys, direct observation of clients' behaviour on “honey-pot websites” and data mining), the development of an ICT prototype for the automatic detection of illegal online pharmacies (for use by law enforcement agencies) and the elaboration of a tool for the detection of the risk for a given medicine to be counterfeited and traded online, are the main goals shared by the project partners.

What are the proportions and the features of the phenomenon? Which tools are available to effectively tackle it? How are institutional actors operating in this field, at national and international level? What can we learn from recent cases in term of best practices? How can research support the efforts made by institutions, thus enhancing their actions and making them more effective?

In brief, the [WWW.FAKECARE.COM](http://WWW.FAKECARE.COM) project aims at the promotion and maintenance of a dialogue between the two key components in the fight against pharmaceutical counterfeiting: Research and Action.