The Detection and Communication group:

a. endorsed the recommendations of the Singapore seminars;

b. recognized that the aim of a communication strategy is to secure social, political and economic support for anti-counterfeiting activity;

c. suggested that a number of specific initiatives be undertaken to collect the necessary information to trigger social, political and economic support.

A number of proposals were discussed and the following is suggested:

1. to conduct a survey of the situation in APEC economies concerning the prevalence of counterfeit medical products and the preparedness/vulnerabilities of the regulatory, enforcement, communication and supply systems. The survey should be conducted by adapting the existing IMPACT data collection tool.

2. to collect best practices, experiences, and other useful elements of information that will contribute to developing an APEC-wide repository of reference materials to be made available to all APEC members

3. to conduct studies on counterfeit medical products sold over the internet to answer questions such as ‘what proportion of internet sites selling prescription-only medicines is acting unlawfully?’, ‘of the medicines sold, what percentage is counterfeit or substandard?’.

The outcome of these initiatives will provide the raw material to build an appropriate communication strategy to support ongoing and future APEC members' anti-counterfeiting activities.

Some of the participants have volunteered to undertake the above work.