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## China's New Law *(Continued)*



### China sets 2022 target for new drug traceability system

In a separate announcement, China's National Drug Administration (CNDA) has published draft guidance and three documents setting out its vision for a new traceability system for pharmaceuticals.

The documents are intended to improve electronic tracking capabilities, albeit in different ways. The drug traceability guidance sets out how companies can implement systems expected to stop fake and substandard drugs from entering the legal supply chain, while also making it easier to recall products and investigate quality failings when something does go wrong.

CNDA expects industry associations to play a big role in the construction of the drug traceability system. The national regulator, provincial offices, manufacturers, retailers and other groups will also play roles in the design, construction, implementation and use of the system. CNDA is proposing a phased transition to the system, with particularly important drugs being tracked and traced ahead of total coverage in 2022.

China's previous traceability system for medicines was the PIATS (Product Identification, Authentication and Tracking System), developed by Alibaba's AliHealth unit, which fell out of favour on the grounds that it was anti-competitive.

AliHealth has since updated the system and has been offering it to pharma companies as a voluntary scheme.

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## ASPA Launches New Initiatives: Consumer Connect & Counterfeit News Repository



**The Authentication Solution Providers Association (ASPA) has recently introduced a 'Consumer Connect' system for addressing consumer complaints. The platform enables the consumer to complain about any duplicate or fake product, after which an appropriate and immediate action will be taken.**

In addition, ASPA is also introducing a 'Counterfeit News Repository', through which it will maintain a database of fake product news.

Both initiatives were introduced at ASPA's Annual General Meeting in Phuket, Thailand. The meeting marked ASPA's 20th anniversary. ASPA was previously known as Hologram Manufacturers Association of India and was the only organisation which represented hologram manufacturers in India.

In 2014, the association evolved into ASPA – the world's first self-regulated organisation working towards anti-counterfeiting.

U K Gupta, ASPA President, said: 'ASPA's journey of 20 years marks its commitments and presence for the anti-counterfeiting industry and makes it one of the oldest and leading associations catering to anti-counterfeiting. At a time when counterfeiting is growing at a fast pace, the members of the association are protecting more than 15,000 brands across the world and are thus playing a decisive role against the crime of 21st-century 'counterfeiting'. We have entered in an era of authentication that has led to revolutionary changes. ASPA is committed to provide new generation anti-counterfeiting technologies to government, industry, brand owners and consumers.'

ASPA's Vice President, Arun Agrawal, added that Consumer Connect is an extension to the 20th year of ASPA's establishment. Through the initiative, a consumer can complain about any fake or sub-standard products or goods and immediate action will be undertaken.

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