## THE WORLD OF COUNTERFEITING

HOW ARE COUNTRIES RESPONDING TO ADDRESS THE THREAT OF COUNTERFEITERS?

The World Health Organization estimates that up to 15% of all pharmaceutical drugs globally are counterfeited. While this translates to around 1% of drugs in Europe and the USA, this issue is particularly severe in the developing world. As the supply chains for pharmaceuticals are now global and increasingly complex, the opportunity for illegal activity will continue to grow.





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