

## **Second International Conference on The Pharmaceutical Industry and the Fight Against Doping: New Developments for Clean Sport and Society**

Tokyo, 28 January 2015

### **Opening Address**

**Delivered by the President of the World Anti-Doping Agency Sir Craig Reddie**

#### ***Welcome***

State Minister, Education, Culture, Sports, Science and Technology for Japanese Government  
(State Minister Hideki Niwa)

UNESCO Director, Division of Ethics, Youth & Sport (Ms. Angelo Melo)

JADA President, (Professor Hidenori Suzuki)

IFPMA Vice-President, (Mr. Masafumi Nogimori)

Japan Sport Council President, (Dr. Ichiro Kono),

Representatives from the Pharmaceutical, anti-doping and sport communities,

Distinguished guests, ladies and gentlemen,

Good morning, and on behalf of the World Anti-Doping Agency, a very warm welcome to today's Second International Pharmaceutical Conference.

First of all, I would like to thank all of WADA's co-hosts for organizing this event; namely the Japan Anti-Doping Agency (JADA), UNESCO and the Ministry of Education, Culture, Sports, Science & Technology in Japan (MEXT); and, additionally, the International Federation of Pharmaceutical Manufacturers' Associations (IFPMA), the Federation of Pharmaceutical Manufacturers' Associations of Japan (FPMAJ), and the Japan Pharmaceutical Manufacturers' Association (JPMA) for their strong support. It is extremely encouraging to see so many leading organizations and parties come together to stage what promises to be an excellent conference.

#### ***Introduction / Context***

2015 is something of a milestone year – not only is it the commencement of the revised Code, but 2015 marks ten years since the creation of UNESCO's International Convention against Doping in Sport. UNESCO is of course a co-host of this Conference.

The UNESCO Convention has been instrumental in ensuring that governments – who let us not forget are 50% of WADA's composition – can fully recognize the Code that we all operate under to this day. 178 countries and more than 98% of the world population have ratified the Convention to-date.

And the 1<sup>st</sup> January 2015 marked the launch of the revised Code and, with it, a renewed resolve by the anti-doping community to protect clean athletes and their right to participate in doping-free sport.

This important Conference is very well timed as we start a new era under these enhanced rules. Those of you who attended the inaugural event in Paris in 2012 know how powerful it is to gather under one roof and advance the level of collaboration between anti-doping and pharmaceutical communities for our mutual benefit.

### ***Doping – the problem***

If we look at doping in sport itself – it is not a new problem. Unfortunately, some would argue that doping is as prevalent as ever – and those of you who watched the shocking allegations that suggested systematic doping, bribery and corruption in the German television documentaries only late last year will agree that doping remains a very real threat to the integrity of sport.

But doping is not just confined to sport – it is indeed a much wider problem. Doping and its correlation to drug abuse is an issue that has a negative impact on society as a whole. It *is* a societal problem, and therefore it *deserves* to be treated through a collaborative global response.

Viewing doping as a societal problem that is seriously affecting sport and the pharmaceutical industry is the reason why WADA struck up its joint declaration with the IFPMA in 2010; and, was consequently the driving force for forming other global partnerships with leading companies such as GlaxoSmithKline, Roche, Amgen, Novartis and, more recently, Pfizer.

For the anti-doping community and the sport movement, doping threatens the very integrity of what we hold dear: clean, fair sport competed in the right spirit and on a level playing field. Sport that allows talent and dedication to be recognized and rewarded under the fairest possible terms; that is, without any intentional or unintentional use of prohibited substances or methods.

For the pharmaceutical industry, doping leads to the misuse and abuse of medicines and substances. Doping has the potential to drive up the unlicensed production of products that are *supposed* to be used to improve the health of populations worldwide, not to be detrimental to the health of people. Doping in sport and wider society drives the counterfeiting of legitimate medicines and the development of new designer drugs.

### ***Partnerships***

If we consider why we are all gathered here today for this Conference – it is partnerships. Partnerships are what this conference is all about.

For WADA, partnerships with pharmaceutical companies are crucial. In fact they offer a 'win-win' solution for both the anti-doping and pharmaceutical communities.

WADA's collaborations and Memoranda of Understanding with different pharmaceutical companies have allowed useful information to be shared between both parties in the past. These companies can share information with WADA on pipeline products that have the potential to be abused by athletes. In turn, this allows WADA to consider the most effective detection methods for these substances at a much faster rate, and ultimately prevent their abuse.

For our part, WADA is able to exchange information with these companies on substances that are being abused by athletes – and are not being used for legitimate medical reasons, as was the original purpose. Furthermore, these relationships allow us to track the illegal sources of production and the trafficking of those drugs.

Speaking of the latter, it is not just anti-doping and pharmaceutical relationships that are important. Relationships with law enforcement and government agencies are also vital, and we continue to encourage all organizations involved in anti-doping to develop these types of associations.

WADA now works with law enforcement and customs agencies right across the world. These relationships, which include the likes of Interpol - who are of course well represented in this room today - help us get right to the root of the doping problem.

Sharing information between law enforcement & customs agencies and the anti-doping community allows us to reach those who are illegally producing, counterfeiting, trafficking and administering the banned substances and putting them into the hands of athletes.

The revised Code provides answers to this very challenge by highlighting the need to share and gather information, and by expressly stating the need for authorities to cooperate with anti-doping agencies conducting investigations.

### ***Current Challenges***

As we enter this new chapter for anti-doping in sport under the 2015 Code, we face challenges on a number of fronts.

At the top of the agenda is the need to minimize the negative influence that the athlete entourage can have on an athlete. More often than not, we have found that behind a doped athlete lies an unscrupulous coach, agent, doctor or nutritionist influencing the athlete, and encouraging them to cut corners and to cheat their way to success. Often this entourage is well funded, and that, in itself, is a challenge that we increasingly face.

That is why the updated Code tackles this problem head-on: the Code asks athletes to think very carefully about whom they associate with and who they include in their entourage.

We also face constant challenges to keep up with athletes who are finding ways to go further and further to cheat the anti-doping system. It is for this reason among others that WADA established, almost 15 years ago, a long term commitment to anti-doping research in both the science and social science sectors.

We at WADA invest heavily in research of this nature, and we will continue to seek the potential financial assistance of our partners. This will allow us to find the best new detection methods, and to discover the reasons behind an athlete's decision to dope.

Investment from the International Olympic Committee (IOC) in research brought with it new expectations to rethink and extend the approach we take towards anti-doping. We also saw significant contributions from governments to help match this research money, which demonstrated a real commitment from both sides of the anti-doping community.

This Anti-Doping Research Fund has brought about a sea change in terms of how we will approach anti-doping going forward. We are now looking for that little spark or bright, innovative piece of research that will help us stay ahead of those looking to cheat. Out-of-the-box thinking will be

central to how this fund is administered, so that we, the anti-doping community, can maintain our enthusiasm.

But to keep up with the cheats, we must not rely just on the athletes or our research work, important though they are. We must play our part by forming strong partnerships to help us stay ahead of those looking to cheat the system. Collectively, so much more can be achieved, and the revised Code goes a long way in highlighting the importance of collaboration.

### **Conclusion**

Professional sport is now a hugely lucrative industry with criminal elements becoming progressively sophisticated as it relates to doping in sport. It is WADA's hope that, through this Conference, the anti-doping and pharmaceutical communities can continue to develop new ways to co-operate effectively: for the benefit of clean athletes; to help reduce the misuse of pharmaceutical products; and to improve the health of our society as a whole.

It is clear that we can only achieve our aims by working together in a collaborative fashion. This will help us foster a global response to a worldwide problem.

Sport is only a microcosm of society, heralding and encompassing some of the most global issues of drug abuse observed in society. Our societal and sporting values deserve a global response to this worldwide problem.

I wish you all a productive day and thank you for your continued pursuit of a world where sport is clean.

Thank you.