

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

Tokyo, 28 January 2015

Speech by WADA's Science Director Dr. Olivier Rabin

- Dear State Minister Niwa;
- Dear WADA President, Sir Craig Reddie;
- Dear UNESCO Director, Mrs Angela Melo;
- Dear JADA President, and esteemed colleague, Pr Hidenori Suzuki;
- Dear FPMAJ President, Mr Nogimori;
- Dear PMDA Chief Executive, Dr Kondo;
- Dear Colleagues, dear Friends;
- Ladies and Gentlemen;

Let me begin by saying how pleased I am to be here with you all, in Tokyo, for the *2nd International Conference on the Pharmaceutical Industry and the Fight Against Doping*; and, to look out in the audience and see so many faces that also attended the very successful first edition in Paris, in November 2012.

Asia is one of the most logical choices to host such a conference because of the strong economic impact that the region has worldwide, the innovative edge of its pharmaceutical companies, in particular here in Japan, and the dynamic approach to development in the area of sport and anti-doping. Unfortunately, the region is also known for its illegal copies of pharmacological substances and the development of designer drugs. All of these topics, and more, being central to the Conference today.

Since the 2012 conference, a number of areas of cooperation have been strengthened and new ones have been established between the pharmaceutical industry and anti-doping authorities. To begin with, WADA is better positioned than ever for dialogue with the sector's manufacturers. Today, we regularly hold discussions with worldwide pharmaceutical leaders as part of formal agreements — such as those signed between WADA and GSK, Roche, Novartis, Pfizer and Amgen. I'm happy to say that WADA is in discussions with the top 10 pharmaceutical companies worldwide and other formal agreements are being negotiated. Moreover, discussions, with or without agreements, are under way with other pharmaceutical companies and biotechnology firms, regardless of their size, which are involved in the development of legitimate substances that have doping potential; whereby, the risk of their misuse is a shared concern.

Agreements in the sector involve WADA, as well as regional anti-doping players. On this subject, I would like to acknowledge the agreement between the Federation of Pharmaceutical Manufacturers and Associations of Japan (FPMAJ) and the Japanese Anti-Doping Agency (JADA), which makes it possible to cascade these global initiatives at a local level; thus, increasing the potential for cooperation. This leads to a better overall handling of the issue and its inherent risks.

These agreements do not only benefit the fight against doping in sport and the pharmaceutical industry, they also help fight the illegal use or counterfeiting of these substances. This is one area where players fighting against doping in sport can help the manufacturers. It is essential that manufacturers recognize that sport is an important part of the global economy, in the order of US\$ 700 billion annually or 1% of the total GDP. A major portion of this economy is in the hands of the mafias, or parallel economies, which promote the copying and distribution of counterfeit substances very early on in the development of pharmaceuticals. This has been happening increasingly in the past years, so much so that manufacturers can no longer ignore the incentive role that doping in sport plays in the motivation of illegal laboratories to copy substances in development and to make them available to the general public. More than ever, under the revised Code, WADA is gathering information and developing intelligence capabilities with its law enforcement and investigation partners. The Agency is able to identify certain distribution networks for counterfeit substances and act in partnership with law enforcement agencies and governments in order to put pressure on, and ultimately dismantle, these manufacturing and distribution networks. The WADA Science Symposium that took place in Istanbul in October 2014 laid a strong foundation for cooperation between investigators and scientists; and, led to a better understanding of the new risks to, and new ways of, doping. Today, investigation forces regularly contact us at WADA to share opinions on the status of new drugs, new doping strategies or suspicious Websites. In addition, WADA initiated the development of guidelines aimed at encouraging national anti-doping agencies, and international sport federations, to help gather such information. Ultimately, the pharmaceutical industry and anti-doping authorities share the same concerns regarding these illegal activities and are able to include this fight within a framework of coordinated activities. One of our challenges is to efficiently share this knowledge for our mutual benefit.

The anti-doping world is becoming increasingly proactive. WADA is among other major organizations that are leading the charge against the growing use of drugs in society and development of a criminal sector, which is becoming more and more tempting...by offering up new opportunities for abuse.

I've been very clear in saying that it is extremely difficult to involve all the pharmaceutical companies, in particular small- and medium-size, that are involved in the development of new medications with doping potential. It is therefore important to include the drug agencies in our fight. They should play an active role at the interface between manufacturers and anti-doping authorities, contributing to the global monitoring of substances with doping potential. Discussions are progressing but they will need to bear fruit in the near future. The presence today of Dr. Kondo, Chief Executive of the Pharmaceutical and Medical Devices Agency (PMDA), and discussions that are under way with the US Food and Drug Administration, the European Medicine Agency and other drug agencies, are promising signs of the growing awareness that I hope will result in concrete achievements in 2015.

Now that WADA and its Code have celebrated ten years and a decade of cooperation with the pharmaceutical industry; and, that UNESCO's International Convention against Doping in Sport will soon celebrate its tenth anniversary as well; we must explore new opportunities for cooperation. The stage is set, the time is now, to forge increasingly productive relationships

between manufacturers and anti-doping authorities, in particular WADA. The topics discussed in the brochure "*Two Fields, One Goal*" – a document that was co-developed by the pharmaceutical industry and WADA - supports this type of collaboration. The brochure outlines very useful points to consider; as well as, tools that provide guidance and establish a useful framework for efficient collaboration between pharmaceutical companies and WADA. Pharmaceutical manufacturers have the means and tools at their disposal to respond effectively. For WADA, it is a daily challenge to ensure that manufacturers are well informed of these collaborative approaches. We would like to see the pharmaceutical companies meet us half way by being more proactive in taking up the challenge.

These relationships with pharmaceutical manufacturers, which are based around an exchange of information, must also be accompanied by a sharing of knowledge and skills, as well as human and financial resources, in order to more effectively overcome the scourge that we collectively face. I am convinced that the Innovative Medicines Initiative's approach that has been shared with WADA, and which will be presented in a few minutes by Mr Richard Bergström, is a significant step forward. It is in keeping with the mutually-beneficial relationships that WADA has been promoting for several years now. I am especially pleased with the potential that is emerging from this approach between IMI and WADA. I sincerely believe that this type of initiative, which allows us to make science the focus of our relationships and foster knowledge sharing, will help us address current and future societal challenges. I do hope that this type of innovative partnership - - between the pharmaceutical industry, public authorities and anti-doping authorities -- will expand into other continents and, in the future, include Japan.

I'd like to end by acknowledging the progress that we have collectively made, the interest and motivation of the players involved and our solid prospects for the future. I do this without underestimating the task we face in an increasingly globalized world, where rules are increasingly challenged. It is only by combining our knowledge, skills, resources and efforts that we will be able to make a difference in sport for today's and tomorrow's athletes, but also for the public and society at large.

Thank you for being here today and for making a difference!