

# APEC Business Advisory Council Serialization (ABAC) Pilot Project

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Eli Lilly and Company

The Lilly logo is located in the bottom right corner of the slide. It features the word "Lilly" in a white, elegant, cursive script font, set against the solid red background of the slide's footer.

# Background

- Lilly joined ABAC in 2013 as first member from the pharmaceutical industry.
- ABAC is official private sector voice in the APEC a group of 21 economies whose mission is to facilitate trade in the Asia Pacific Region.
- Pharmaceutical pilot is joining an existing list of ABAC/APEC Global Data Standards (GDS) pilot projects on other products (e.g., wine).

# Strategic Goals

- Design and implement a regional pilot project in two or more APEC economies of pharmaceutical product serialization and verification through the use of GDS using GS1 standards.
- Demonstrate the benefits of using common data process approach globally for pharmaceuticals to improve patient health through the reduction of counterfeiting, speed product access to the patient, cost-savings, and help the economies become more attractive for investment.
- Inform policy, regulatory harmonization, and emerging serialization requirements for pilot economies.

# Project Phases

- Phase I – feasibility analysis conducted by University of Tennessee Life Science Center. Completed (Q1 2015) and presented to:
  - ✓ ABAC, APEC Life Science Innovation Forum (LSIF)
  - ✓ APEC Regulatory Harmonization Steering Committee (RHSC)
  - ✓ APEC Committee on Trade and Investment (CTI) in.
- Phase II – Creation, Development and Implementation of the Pilot involving 2 or more APEC economies

# Current Status

- Endorsed by ABAC, APEC LSIF, RHSC, and APEC CTI
- Conceptualizing and designing possible model
- Identifying Pilot Countries (countries that have expressed interest include: Philippines, Singapore, Chinese Taipei, China, Peru, Malaysia, Thailand and Korea)

# Next Steps

- Finalize model and pilot countries
- Current Company Workgroup includes: Lilly, Pfizer, EmdSerono, J&J, Abbvie, Sanofi and Bayer (BMS and Abbott as observers). We greatly welcome additional company participation
- If you are interested contact John Steele, [steelejf@lilly.com](mailto:steelejf@lilly.com)