



The Global Language of Business

Dr. Makram Atef

Ministry of Health & Population, Egypt



The Global Language of Business

Egyptian Traceability Roadmap

A future language for a historical nation

Dr. Makram Atef, Associate Minister, Ministry of Health and Population,
Egypt

19 April 2016



Egypt



Area

1 million Km²

Population

90 million

Capital

Cairo

GDP

286.44

(US dollars, billions)
in 2014

27

Governorates



Pharmaceuticals in Egypt



Egypt



**Registered
products**

>15000

**Manufactures
& Companies**

>1240

**Pharmaceutical
trade Volume**

3.6 Billion \$





**141
Pharmaceutical
Factory**



**1200
Distributor**



**65000
Pharmacy**

Is it Difficult to apply a full track and trace system in Egypt??





Challenges

- **Not all products have GTIN .**
- **A lot of toll companies (1100) related to factories (141).**
- **Parallel trades for the pharmaceutical products.**
- **Unclear supply chain specially in remote areas.**
- **20% of the pharmacies are using a software .**
- **Weak drug awareness through the population.**
- **The weak control on the Counterfeited drugs advertisements through the TV and internet , due to the lack of the awareness regarding their detection.**
- **Difficult recall back of Products**

Is It Possible??



How could Egypt start to get over these challenges?

- **A decree that oblige all pharmaceuticals companies in Egypt to get a unique GTIN number for each product (decree 29/2016) issued in 16th of Jan 2016.**
- **Announcing the start of the traceability implementation plan through a consensus with all the stakeholders in Egypt (Producers, distributors, pharmacies syndicate...etc).**
- **Availing the experience of the already started companies in 2d matrix printing in Egypt (e.g. EPICO & MUP).**



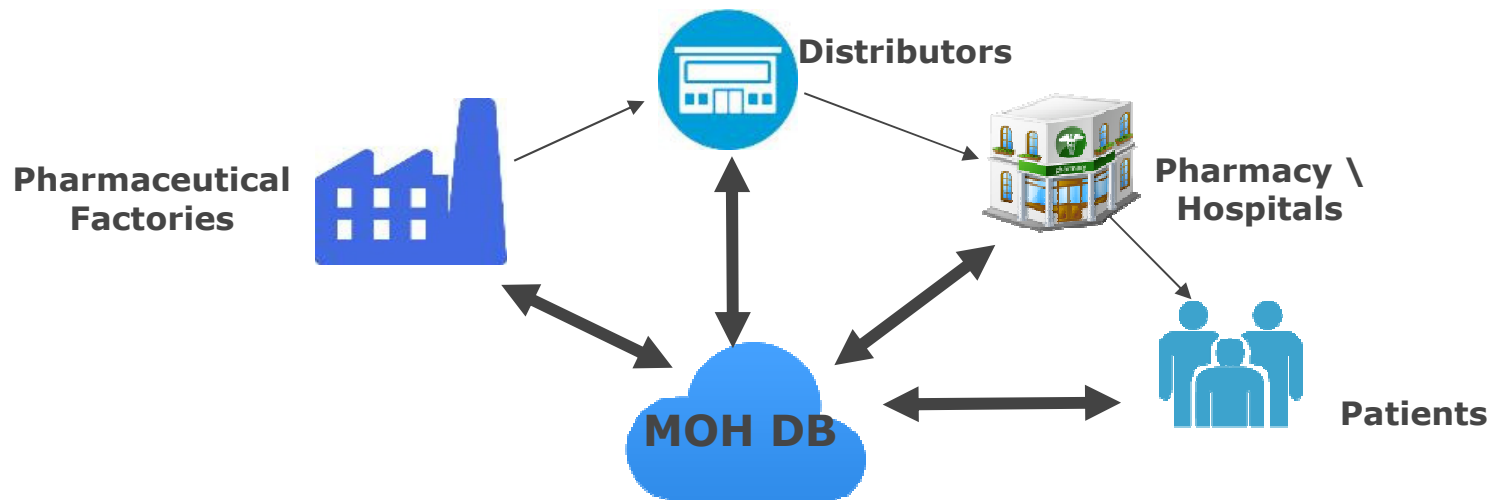
Is It Possible?? (cont.)



- **Exchanging Experience with other countries started the traceability.**
- **GS1 Egypt continuous technical support.**
- **Assigning the project to a new generation of youth in the ministry of health and population under the supervision of the current leaders.**



Pharma Full Supply Chain



A full track and trace by dispatching and authentication throughout the whole supply chain

Creating a Full Data base

By Using GS1 Standards MOH will create a master data base by using the GS1 Standards in Capturing Photos and using the GDSN to fill the data fields of all pharmaceutical products in Egypt.



Master Data base



Standard Photos in MOH DB

Product view photos with GS1 global standard to view the digital images of products with up to 6 views.



GS1 Standard Photos in MOH DB



Collecting Full data by using GDSN Fields



SPECIFICATIONS

GTIN	6221032131492
Brand Name	Eipico
Category	Pharmaceutical Drugs
Consumer Storage Instructions	Store at a temperature not exceeding 30° C.
Country Of Origin	Egypt
Net Content	500 mg
Product Name	E-Mox (Amoxycillin)
Warning Statement	To be used under medical supervision. Keep out of reach of children.



Egypt Pharma Barcoding and Serialization Project (2016 – 2019)



Purpose: Supply chain efficiency, Reduce Counterfeit, Trace Forward & Backward



Requirements:

- Packaging level: Secondary packaging

Data Elements:

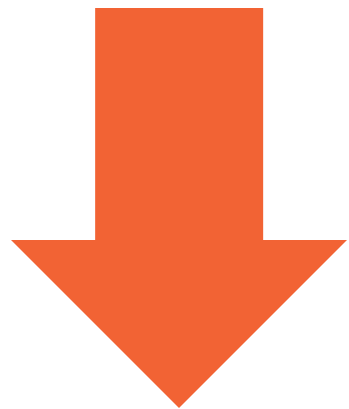
- Phase 1: GTIN (7-2016)
- Phase 2: GTIN, Batch/Lot number, Expiry date & Serial No. (6-2018)
- Phase 3 : Aggregation & Full Track & Trace (6-2019)

GS1 Data Carrier: GTIN-128, DataMatrix (DM), GTIN-13

Data Portal: To be Determined

70





Difficult



Ambitious

Acknowledgment



- To all who helped us to reach this point.

Minister of health
and population

Central
administration for
pharmaceutical
affairs

GS1

Pharmaceutical
stakeholders in
Egypt

The Pacemaker

The real heart of the project and the real motivator



**DR. TAREK
SALMAN**

**MINISTER ASSISTANT FOR
THE PHARMACEUTICAL AFFAIRS.
MINISTRY OF HEALTH AND POPULATION**



Take Home message from Egypt



When there's a help , There's a way



THANK YOU





Contact Details

Dr. Makram Atef

Associate Minister

Egyptian Ministry of Health and Population

Mob: +201223291688

Email: Makramhope@gmail.com