

Welcome to Budapest



HUDSA

Partly similar issues

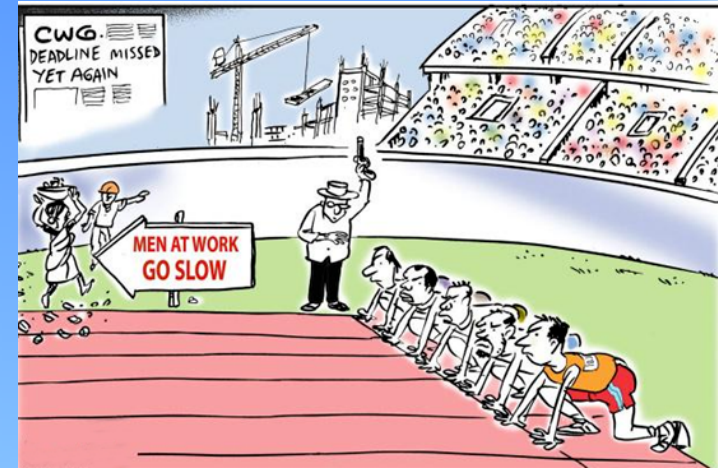
Partly different solutions

EHPM Meeting Budapest
05.07.2018

Dr. Bérci István
President
HUDSA

Similar Issues

- **Very strictly regulated market**
- **Several authorities to control it**
 - Ministry of Agriculture
 - National Food Chain Safety Office
 - National Institute of Pharmacy and Nutrition
 - National Public Health and Medical Officer Service
 - Hungarian Competition Authority
 - Consumer Protection
- **Level of control is very low**
- **Narrow field for law-abiding companies, while**
- **Wide possibilities for law bypassing competitors**
- **Problematic food supplements ruin image**



Do-It-Yourself Solutions Self-regulation I



- To limit unfair competition we created a trademark where HUDSA certifies the quality of the product
- Independent reviewer
- Product is according to legislation
- Quality sampling
- Fee for using the trademark
- 95% reduced fee if trademark is used in promotion

An advertisement for BioCo products. On the right, a smiling female pharmacist in a white lab coat holds a small orange and white box of BioCo. To her left, three shelves display various BioCo product boxes, including "Szerves magnézium + B6-vitamin", "C-vitamin", and "D3-vitamin". The background is a blurred pharmacy setting. Text elements include the BioCo logo, "Tanúsított minőségű vitaminok", and a detailed "TANÚSÍTOTT MINŐSÉG" seal at the bottom right. The seal contains the MÉKISZ logo and text stating that the products are certified for quality and safety. At the bottom, there are GMP and ISO 22000 certification logos, the manufacturer's name "Gyártja és forgalmazza: BioCo Magyarország Kft.", the address "3021 Lőrinci, Árpád út 92.", and the phone number "Infóvonal: + 36 37 388 318". The website "www.bioco.hu" is also listed.

Do-It-Yourself Solutions Self-regulation II

What to share about Trademark?

- **Huge work to establish and to run a trademark**
- **Middle-size companies/brands are interested**
- **Big companies could be interested for umbrella brands**
- **It works only with promotion (within HUDSA & market)**
- **Promotion is for big company's budget so they need to get involved**

Do-It-Yourself Solutions

Self-regulation III



- **We tried to find a place of sales where problematic food supplements could be excluded**
- **We saw that pharmaceutical wholesalers have the same process of quality assurance for food supplements as for medicines**
- **So food supplements from this channel are safer (went through notification, labelling is identical to notification, etc.)**
- **So we gather every producers, who is willing to have their products going through quality assurance and we gather every wholesalers and selling points in an agreement about safer food supplements**



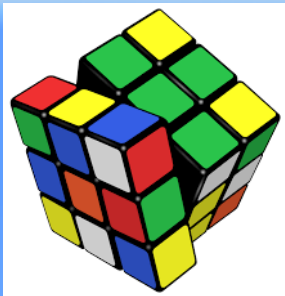
-
- Panel discussion participants seated at a table with microphones and nameplates. The participants are:
- DR. ILKU LÍVIA (Ministry of Health)
 - DR. BÉRCI ISTVÁN (Hungarian Medical Association)
 - DR. KÜTTÉL SÁNDOR (Hungarian Pharmaceutical Association)
 - DR. HANKÓ ZOLTÁN (Hungarian Pharmaceutical Association)
- Logos displayed above the participants include:
- Hamisítás Elleni Nemzeti Testület
 - MAGYOSZ.org
 - MÉKISZ
 - GYNSZ
 - Magyar Gyógyszerészi Kamara

Do-It-Yourself Solutions

Self-regulation IV



- **Now 60 % of pharmacies have joined to the agreement**
- **31 independent companies**
non-HUDSA producers and wholesalers
- **Media „bought” the idea and talked about it**
- **Main message: „You can buy controlled food supplements , if you buy where you see this logo !”**



National Issues



- Notification was officially notification but in reality a thoroughly scrutinized process for authorization
- A law-abiding company would wait for the issued notification (6 months even) as authority always found mistakes (among 1671 notification less than 600 passed notification in 2016)
- With lot of lobbying we managed to normalize the notification process from November 2017. Now the time of this process is 14 days!
 - PARNUTs are our „speciality”, while there are less than 200 in Poland (2nd much) and we have ~1300 in Hungary
 - They are specially reimbursed (with only 5% VAT while food supplements go with 27 % VAT)
- We are lobbying for keeping the ones notified before new regulation with the support of EHPM

Thank you for your attention.