

# Introduction



By Rubén Calónico, GS1 Argentina



At GS1 Argentina we are extremely proud to be part of this program which has positioned our country at the lead of the group of states which have decided to implement clear actions aimed at guaranteeing the authenticity of the drugs that reach patients, and to counteract the marketing of illegal drugs. It is also an honor, that our standard for the serial identification of drugs had been chosen by ANMAT's National Drug Traceability System.

The criteria unification for the identification of products means an important step that will help healthcare stakeholders with the regulation of drugs denomination in the world of traceable products. We hope that the process initiated with the labeling of secondary packages shall give way to the opening of new ways that may lead the sector to improve the identification of single doses, groups, commercial units y logistic units, and then, to other expected solutions such as the electronic exchange of commercial documents.

The solutions needed are available and from GS1 Argentina we encourage all members of the industry, Distribution, Commerce and Healthcare Centers to remain active, analyzing and debating ideas to reach new agreements and to provide the health sector with all the efficiency that new challenges represent and, above all, to continue providing all the safety deserved by the most important recipients of the value chain: the patients.

Finally, we would like to congratulate the people who are part of this program, for whom we design this document with some of the successful cases of the great universe of institutions that jointly have exceeded the 200 millions of transactions of the National Traceability System.



**Rubén Calónico**

General Manager of GS1 Argentina