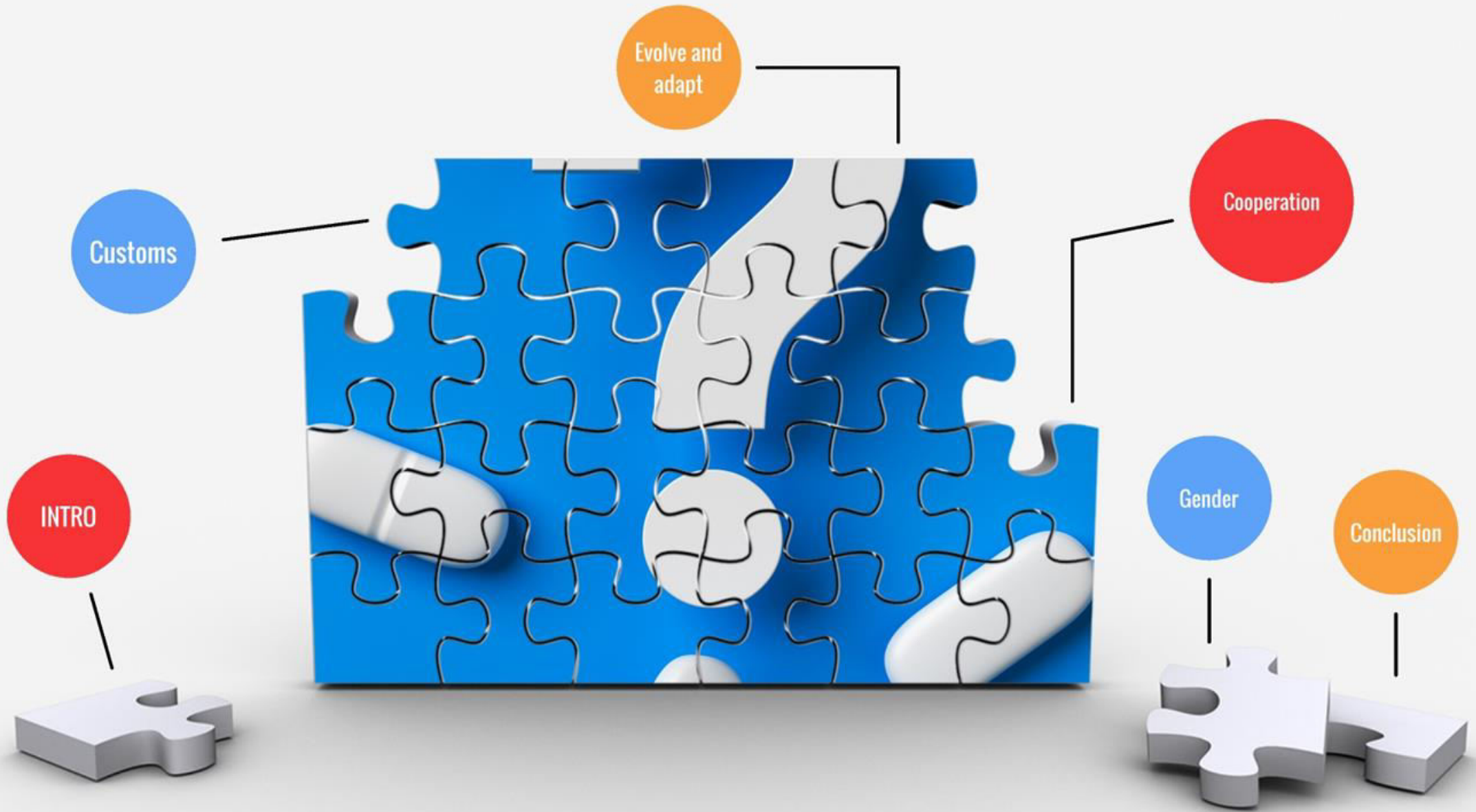


Introduction

- Post Covid situation
- Rise of e-commerce
- Supply chain complexity
- Lack of uniform regulations
- Consumer Awareness Gap



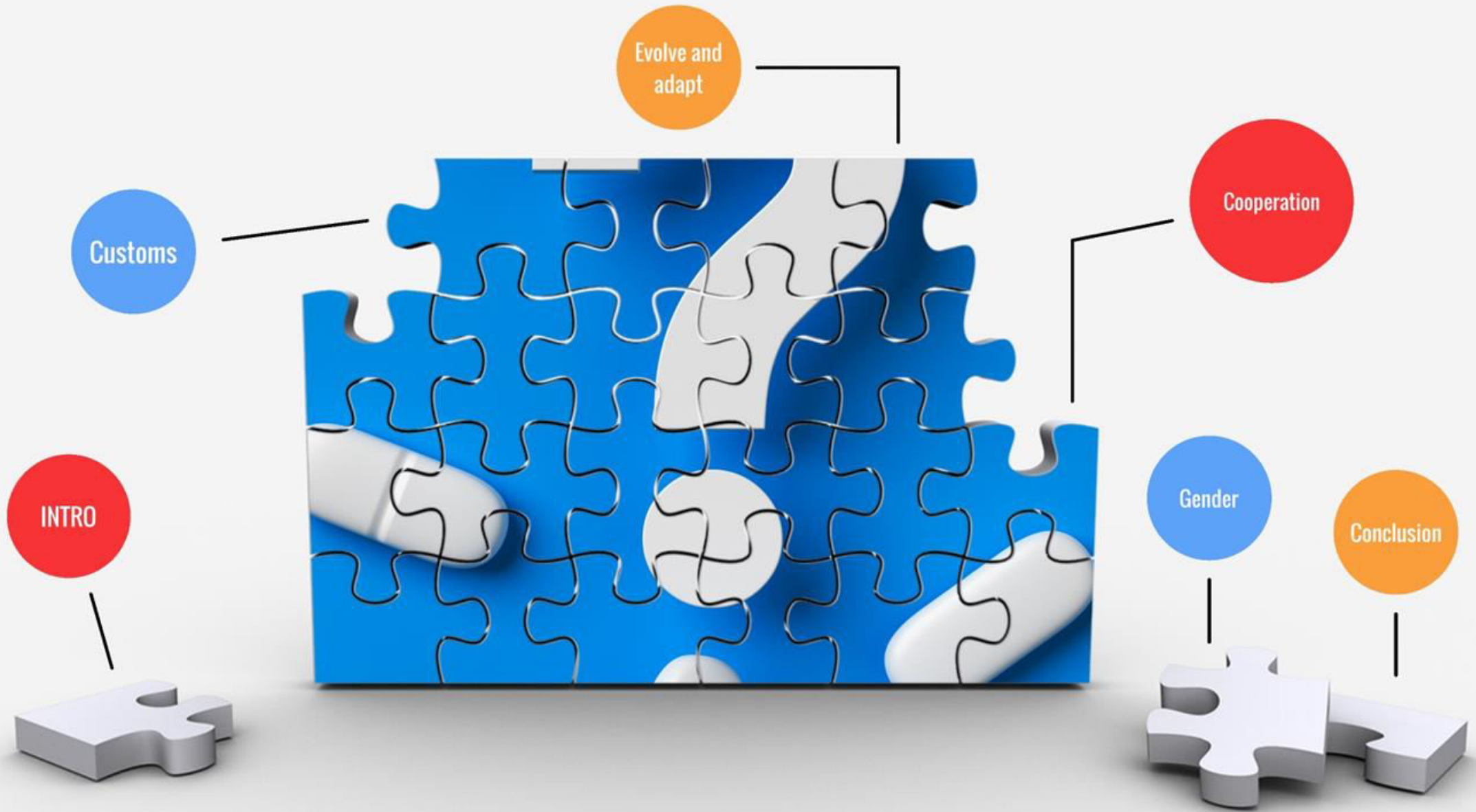
Role of Customs

- Protect society /Defend creators /Ensures rights and interests of all parties are safeguarded

Tools

World Customs Organization:

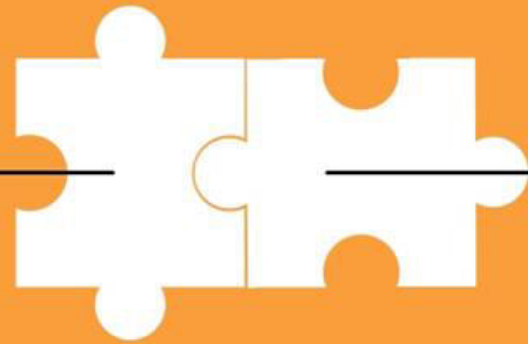
- IPR Model legislation/ CEN suite / IRIS & I2C/ IPR Handbooks / COPES/ RKC / IPR Self-Assessment



Evolution of technologies

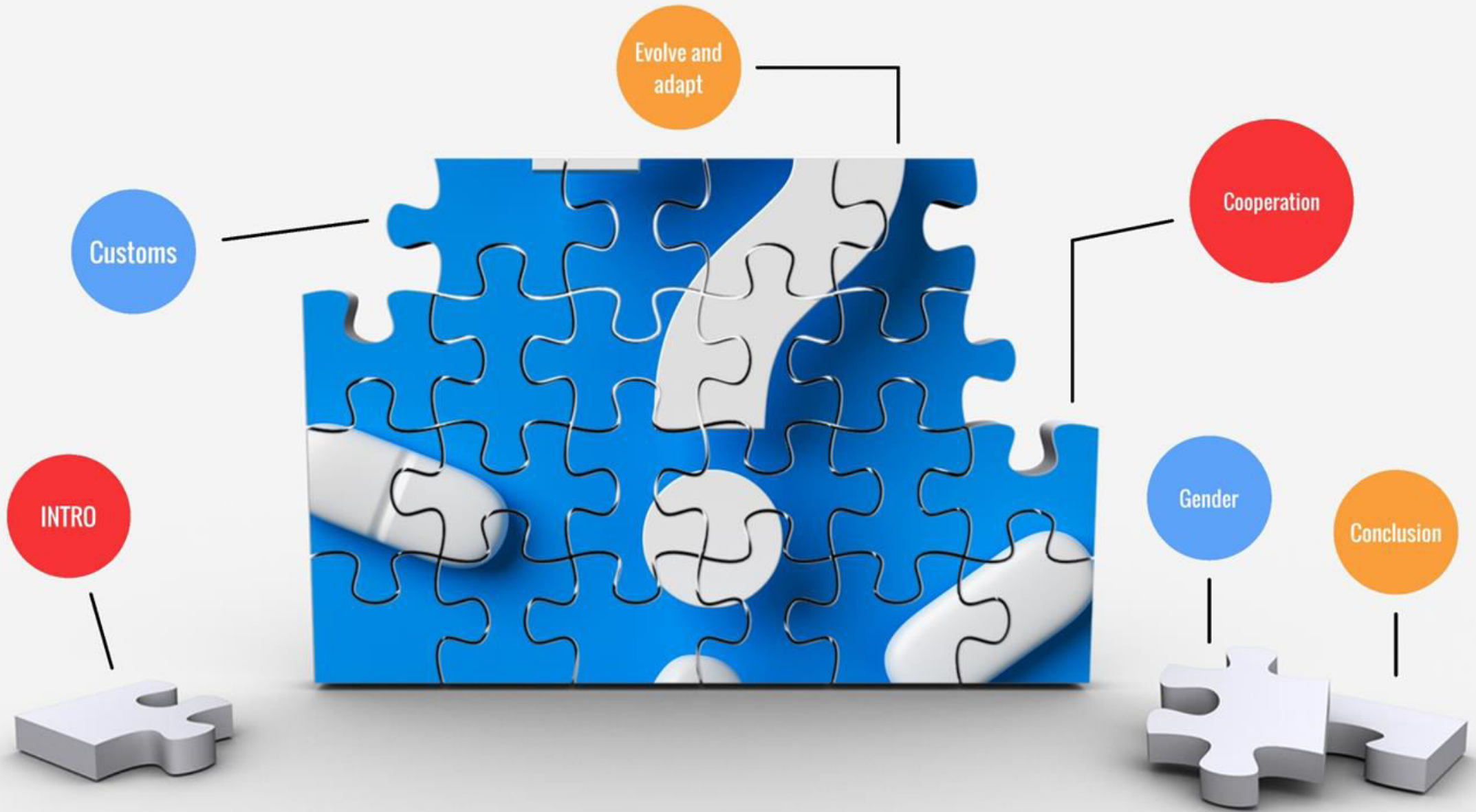
Blockchain

Distributed ledger



AI

Generative AI /
Machine learning



Cooperation



Middle-income

1/10



Antimalarials &
Antibiotics

169,000



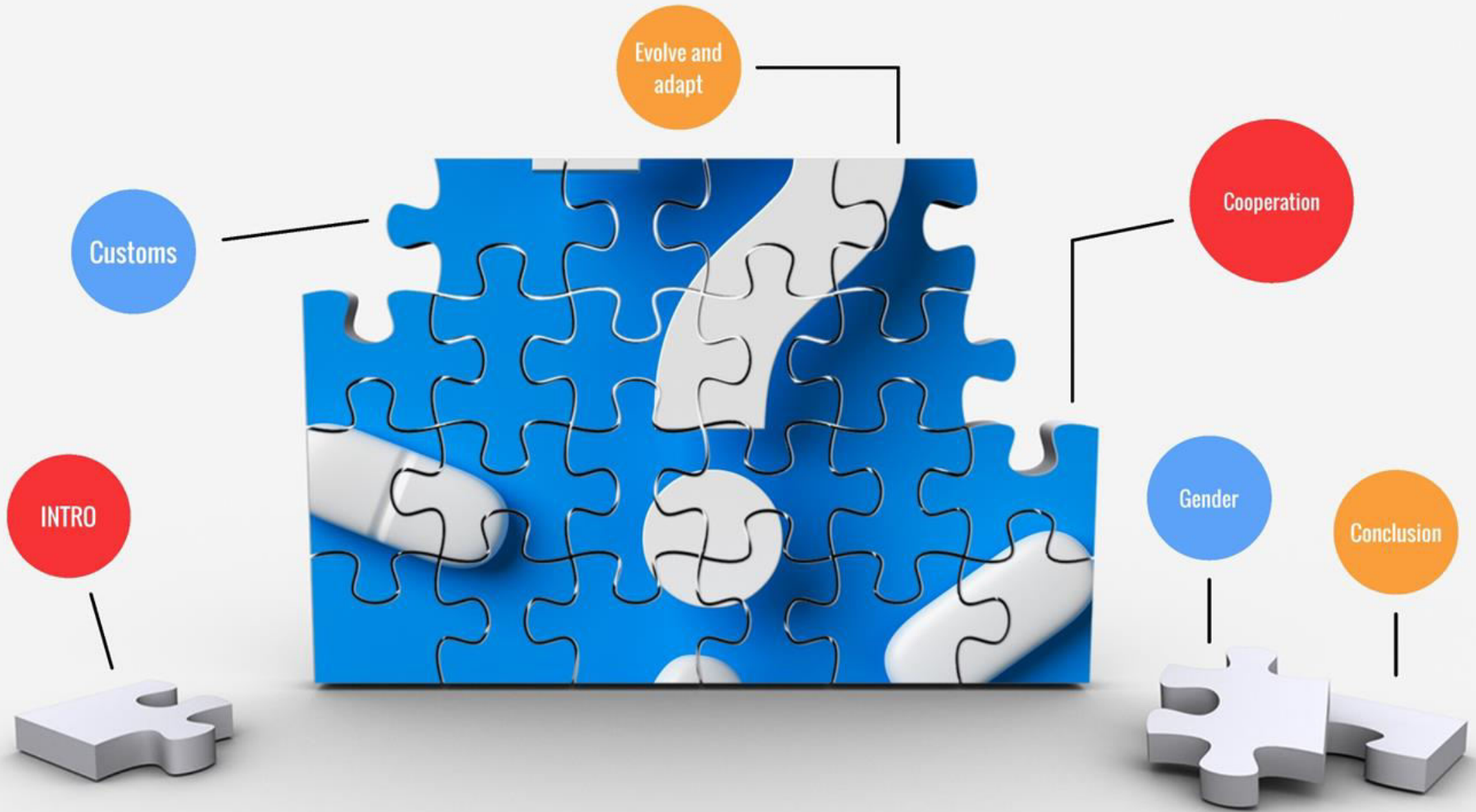
Online
pharmacies

96%



Global Market

100 billion



Women's challenges

How we can help

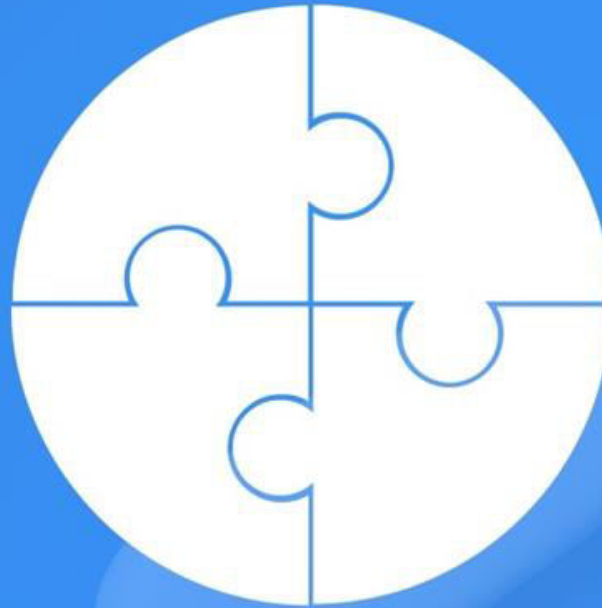
Primary healthcare providers

Affect women and dependents



Maternal medicines

Mortality



Contraceptives

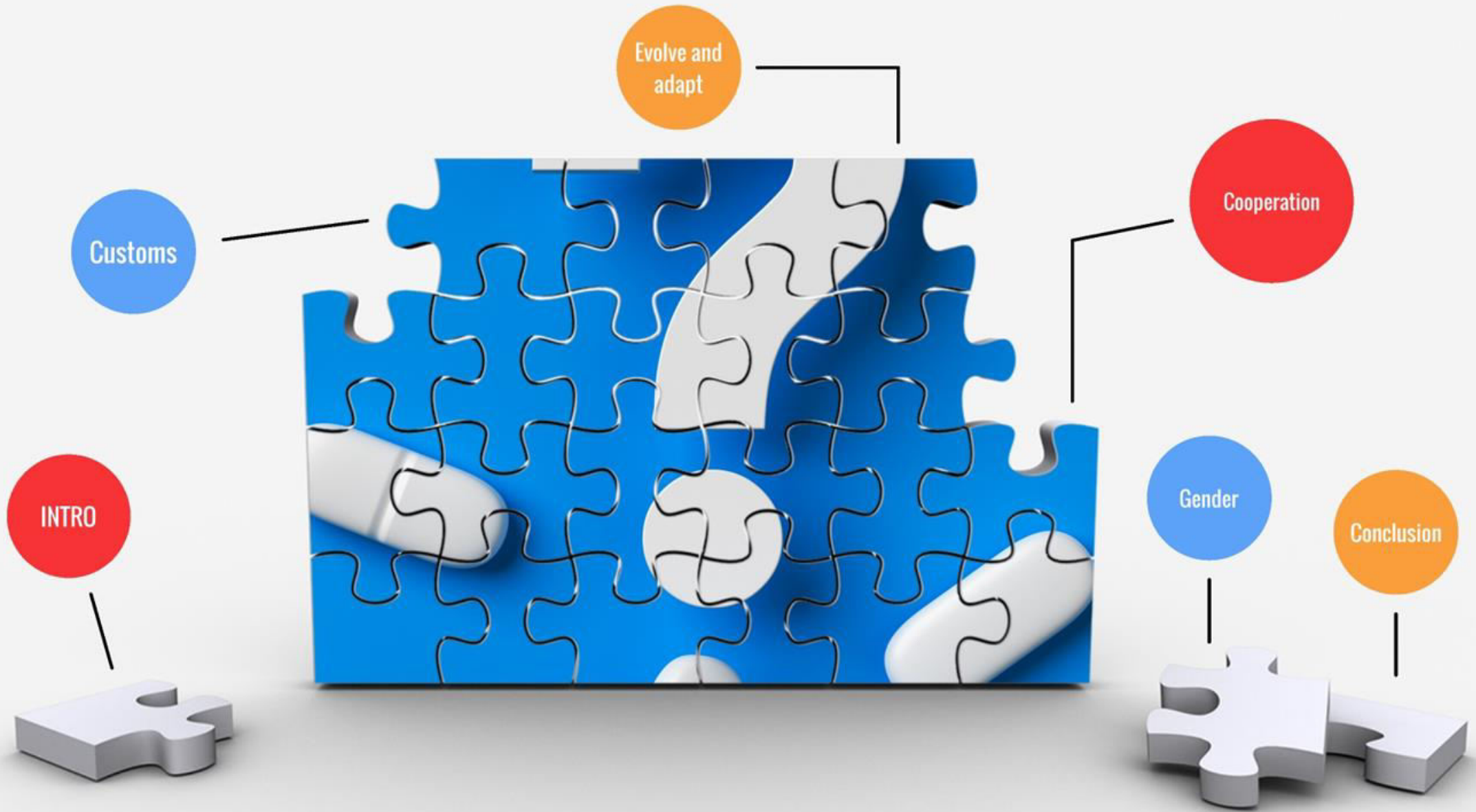
unplanned pregnancies



Breastcancer

fake treatments





Conclusion

Learning to work together

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