

6 July 2010

Dr Richard Chadwick
General Manager
Adjudication Branch
Australian Competition & Consumer Commission
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Canberra ACT 2601
Fax: (02) 6243 1199

Dear Dr Chadwick

Re your letter dated 29 June 2010, your reference A91218 & A91219

Thank you for your invitation to provide comments on the Generic Medicines Industry Association's (GMiA) request for interim authorisation for its Code of Practice 2nd edition.

Alphapharm supports the request, given it will enable the GMiA to deal with a complaint under the Code about the conduct of a member company. Alphapharm is of the view that an action such as this can increase consumer confidence in the self regulation of the generic medicines industry and should be allowed and encouraged. Ultimately, consumer confidence in the generic medicines industry is an important contributor to the quality use of medicines.

We thank you for the opportunity to comment.

Yours sincerely,
Alphapharm Pty Limited



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Corporate Affairs Manager

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