

15484 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

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which depend so much on maneuvering tax liabilities among their operations, through controlling write-offs of taxes in other countries?

Other steps, small as they are, might also be taken. The U.S. delegation could sponsor a resolution at the next World Health Assembly calling on all manufacturers everywhere to make their promotional materials similar among all countries or else to inform the various ministries of health how promotional materials differ, and why. The International Federation of Pharmaceutical Manufacturers Associations and the International Pharmaceutical Federation are non-governmental organizations in official relations with WHO and thus have the privilege of taking part in the discussion of such a resolution. In turn it is to be hoped that these federations would exercise more pressure on their own members for higher standards.

Further attention might be given to education of the health professions in more rational use of drugs through greater support by the U.S. Government for international assistance, both our own AID program and that of PAHO/WHO.

Mr. Chairman, may I commend you again for studying this important problem. The very fact that you are bringing the actual situation to light is of benefit in itself. What you report and what you recommend can, I believe, benefit the health of all people.