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## **Canadian Generic Pharmaceutical Association Adopts Code of Marketing Conduct**

***Effective February 1, 2008 in Quebec and April 1, 2008 in Ontario***

**Montreal and Toronto, March 19, 2008** – The Canadian Generic Pharmaceutical Association (CGPA) today announced the implementation of its new Code of Marketing Conduct in the Provinces of Quebec and Ontario.

“There have been major changes to the drug benefit plans in both Ontario and Quebec in the past two to three years,” said Jim Keon, President of CGPA. “The new Code of Marketing Conduct reflects the letter and intent of those changes and increases professionalism in the relationship between Canada’s generic pharmaceutical manufacturers and their pharmacy customers.”

The new Code of Marketing Conduct became effective in the Province of Quebec on February 1, 2008 and will come into force in Ontario on April 1, 2008. New legislation in Quebec requires a Code of Conduct, and sections of a Code exist in regulations of Ontario’s Transparent *Drug System for Patients Act*.

“The Code will be implemented in these two provinces first because they have recently completed major overhauls to their drug benefit plans and related legislation and regulation,” Keon said. “The Code is designed to be national in scope, to provide consistent rules across Canada, and will be implemented in other jurisdictions in the coming months.”

Staff from generic pharmaceutical companies in Quebec and Ontario have received training on the new Code through CGPA’s academic partners and have agreed in writing to abide by the Code.

Copies of CGPA’s Code of Marketing Conduct are available at [www.canadiangenerics.ca](http://www.canadiangenerics.ca)

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**Canadian Generic Pharmaceutical Association**

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