

## DEBATES

**Jean-Pierre Elkabbach, President, Lagardère News**

We hope that you will participate as much as possible and ask questions. Thank you. We would appreciate it if you could stand up and give your name. Yes...

**Jawad Kerdoudi, President, Moroccan Institute of International Relations**

I would like to come back to the question raised by Mr. Elkabbach about migration. I believe that it doesn't only affect the United States.

**Jean-Pierre Elkabbach, President, Lagardère News**

No. It's a symbol. The U.S./Mexican border has become a global symbol. But every country is now affected by migration and populations which will continue growing.

**Jawad Kerdoudi, President, Moroccan Institute of International Relations**

I would just like to talk about Europe and the fact that Europe has become increasingly protectionist regarding migration. And recently we've even seen expulsions of Roms from France. I personally think that [policy] is a disaster. Now my question is...

**Jean-Pierre Elkabbach, President, Lagardère News**

Wait, I'm not going to defend a government or another but why do you think it's a disaster?

**Jawad Kerdoudi, President, Moroccan Institute of International Relations**

It's a disaster because you don't have the right to deport people who are settled in a country, whose children are in school and, using administrative measures, put them in planes and deport them. That's why I consider it a disaster. My question to the speakers is as follows: shouldn't global governance take up this issue and try to adopt international legislation to avoid these disasters? Thank you.

**Jean-Pierre Elkabbach, President, Lagardère News**

Who wants to respond? First let me add that each country of origin must provide law and order to keep its own populations at home and ensure development. I mean, there's work to be done on both sides. Who wants to respond?

**Fernando Alvarez Del Rio, Head of the Economic Analysis Unit, Secretariat of Health, Mexico**

One of the main problems when we are talking about population is relevant to many countries, like Mexico. We have a time frame, in terms of trying to implement good policies for education, for health and so on. We have a demographics bonus, but at the moment, with the demographic bonus, there are also these feelings regarding migration and I am sure this is the case in Europe and probably in many countries.

There is a timeframe saying that we have to develop a lot of strategies in terms of development, education, health and so on. At this moment, these dependency ranges are declining, but they are going to start rising again in 10-20 years. From then on, there are going to be the type of problems that we can see in Europe.

I am trying to get at this, because it is a very broad policy question. It is not only about legislation, particularly in terms of migration. I am sure that this should be so, certainly in the case of the United States, where there have been initiatives. It has been very difficult, because of the domestic considerations in each one of the countries. However, my point is that beyond the regulations, they have to work on and look at a broader perspective regarding this problem. We also have to address this in terms of internal policies, in our case and others.

**Narendra Taneja, Energy CEO and Convener, World Oil & Gas Assembly (WOGA)**

Do you not think that global governance of these issues is actually a huge challenge? Can we really start putting these things in place? As a gentleman said yesterday, it is a kind of policy infrastructure, a regulatory infrastructure. That alone is going to take 20-30 years. Who is going to do it? It is very easy to use global governance for these issues, but how do we really make global governance come into play? Forget about being effective. That is the real issue.

Global governance relates to certain issues, even climate change. We know what happened in Copenhagen. It is such a huge challenge at this stage. When it comes to issues as sensitive as population and health, I just have a view regarding global governance. We really do not have the groundwork to even start thinking in terms of global governance for these issues.

**Fernando Alvarez Del Rio, Head of the Economic Analysis Unit, Secretariat of Health, Mexico**

I think at the moment, what is most important is to create a sense of urgency regarding these issues. It is my opinion that we feel that something is going to happen later on. There needs to be a sense of urgency to act now and I think that could be a certain point.

**Jean-Pierre Elkabbach, President, Lagardère News**

This is clearly a topic, sir, that can fill up the two days of discussion being held in Marrakech and we could spend a long time responding and talking about it. But we're here to ask questions. Yes...

**Abdesslam Abouddrar, head of Morocco's Central Anti-Corruption Bureau**

I have two questions – in response to a speech by the chairman of Sanofi-Aventis, who said that governance in the health sector isn't a supranational institution but rather a consensus reached by the various States, manufacturers, etc. Now, when it's based on a consensus, it's between State powers, but also multinational firms, and that leads to setting priorities which aren't always everyone's concern. For example, agreed-upon efforts to fight AIDS have nothing to do with those against diseases like malaria.

How can we resolve this situation? We only need to look at what happened with the H1N1 crisis to see the enormous resources invested in an epidemic while other epidemics continue to slowly and surely wreak havoc, such as tuberculosis. My second question: I heard very alarming figures yesterday on all types of drug practices, such as counterfeiting and contraband, though I don't know how accurate they are. It seems that compared to drug trafficking, they're much more serious. What is the significance of these figures and how should we tackle this issue?

**Jean-Pierre Elkabbach, President, Lagardère News**

Chris will answer. Because there are a lot of questions, please make them brief so we can organise the discussion as best possible. Thank you, Chris.

**Chris Viehbacher, Chairman and CEO, Sanofi-Aventis**

Just an issue of governance. I'm not a politician or legal expert. I'm a pragmatic business man. There's no point in having laws without courts, police or prisons. Those clearly do not exist at the international level. It was also said that there's often a lot of guilt-mongering by all movements. There aren't enough efforts to find solutions. I think that was done with AIDS. But there are efforts like the Global Fund and the creation of an organisation to find the means not only to pay for drugs but also to conduct research.

It could also be said that too many resources are being devoted to buying drugs and not enough to research. Here, too, we must have a dialogue and seek a consensus. With regard to counterfeit drugs, one of the factors – and I recently worked on a case in Belgium with international law enforcement authorities – is that clearly not enough [funds] in countries' aid programmes are dedicated to infrastructure. Too many resources are devoted to programmes, not for education or for strengthening the police or things as such. You're completely right about the counterfeiting problem.

**Jean-Pierre Elkabbach, President, Lagardère News**

Philippe Chalmin, well-known French expert on raw materials

**Philippe Chalmin, President and Professor, University of Paris-Dauphine, and Founder, Cercle Cyclope**

I admit I was very interested in what Jean de Kervasdoué had to say. I had always thought the world population would stabilise at around 9 to 10 billion people by 2070-2080. You told us: "We'll never reach 9 billion". Could you expand on that subject a little since it's a very important issue? If the birth rate does actually drop a lot faster than we thought, we'll have to view some of the 21st century's greatest challenges from a somewhat different perspective.

**Jean de Kervasdoué, Professor, CNAM**

Briefly, the figures I cited, as did many of you, come from a 2000 United Nations study and are based on a rather different assumption concerning the number of children per woman. The number of children per woman dropped a lot faster. This model calculates 2.1 children per woman beginning in 2020. As always in these models, the projections are much more art than science. As you know, it's the rate of generational turnover without any increase in life expectancy. At present, the [birth rate] is below 2.1 practically worldwide. In my opinion, the population will be below 9 billion. It will be around 8.5 billion.

**Jean-Pierre Elkabbach, President, Lagardère News**

Is that a good or bad sign?

**Jean de Kervasdoué, Professor, CNAM**

I'm not going to make any value judgments. It's a fact. The good sign for us humans is that we're living longer. In general, since we're not committing suicide, it shows we're happier on earth than elsewhere. The second good sign, however, is that the average age is increasing.

In other words, you need to realise that the average age in Japan is 43, compared to 30 worldwide. Overall, you have to add 7 years for 2050. The average age in Europe will be around 47. More than one-third of the population will be over 60. It's changing. In my opinion, that's what's changing much more than the number. The number matters; as you know, we've gone from 1.5 billion in 1900 to 6.5 billion today. We're going to climb to 8.5 billion. That's less worrying. At least the transformation will be less profound than the age structure.

**Jean-Pierre Elkabbach, President, Lagardère News**

Another question. Go ahead, sir!

**Meir Sheerit, Member of Parliament, State of Israel**



I would like to follow up on your discussion regarding productivity in the pharmaceutical industry. My question deals with malaria. The facts are that today, 300 million people every year contract malaria. 90% of them are in Africa. One million people are dying every year from malaria. 90% of them are children in Africa. Every 60 seconds, one child dies from malaria.

The question relates to the fact that you talked about the possibility of fighting malaria and dengue etc. There are new ways which in my opinion could save a lot of lives. Let us start with the prevention of malaria. It is very easy; there are pills, which we know about today. If you take one pill a day, you will never be sick with malaria. Why not give those pills, easily, cheaply, even free, to children in Africa and prevent them from being sick with malaria? It is much cheaper, much easier to be done. Somebody could just spread those pills all over Africa and places like that.

The second thing is that an American research agency has genetically-engineered a new mosquito. You know, that malaria is transferred by a mosquito called anopheles, which has a virus in his system called plasmodium. Now, they find a new mosquito bite, through genetic engineering. If they put it in a population of those mosquitoes called anopheles, they came to be the majority of mosquitoes. The genetic engineering gave them an ability to withstand that virus and they do not pass on malaria. This was experienced in three generations of mosquitoes. They came to form the majority of mosquitoes without much effort; they took over all the mosquitoes.

My question is, if there is any global governance today, why not join together all the pharmaceutical industries and try to prevent it, first of all? Secondly, can you develop a direction that can really eliminate malaria and dengue as well, the mosquitoes that pass on dengue?

**Narendra Taneja, Energy CEO and Convener, World Oil & Gas Assembly (WOGA)**

If there is global governance, we do not see it. That is for sure. Also, like the malaria you mentioned for instance, in certain societies such as South Asia, we see that even diseases like diabetes have reached epidemic proportions. This is because there is not much education about it; there is not much focus on how to prevent these things. What kind of role are companies like yours playing? This is not only in terms of prevention. Is spreading the right message part of your prevention strategy?

**Chris Viehbacher, Chairman and CEO, Sanofi-Aventis**

First of all, I think you would be surprised at how much actually goes on globally. I could not agree with you more regarding the story of prevention. If it is up to a pharmaceutical executive to tell the rest of the world they need to spend more on prevention, I think that is a sad state of affairs. However, for instance, we distribute all kinds of educational materials about getting rid of standing water and the use of nets. I absolutely agree.

What you should know about governance is that there is the example of the Bill Gates Foundation. Bill Gates has the capacity to demand the presence of every pharmaceutical chief executive. We come and we sit and he tells us about his commitment to preventing malaria. He asks each of us what we are doing, in terms of the prevention and in terms of the science. He also has the capacity to move huge amounts of money. He will do an agreement with a pharmaceutical company where he subsidises the research in exchange for a low-margin sales product. All of these things are actually happening, not necessarily through the United Nations, but that does not mean they do not happen.

**Jean de Kervasdoué, Professor, CNAM**

Just a word about malaria. I can't let this issue go without talking about DDT. You know that American environmental law grew out of a lawsuit brought by Long Island environmentalists because DDT was weakening the shells of wild falcons in this beautiful part of New York State. You know that it was the ban on DDT which led to the recurrence of malaria. Before talking about drugs, it's also necessary to talk about insecticide and the current controversy. That's why dengue fever reappeared. That's why chikungunya reappeared – because the chemical industry stopped making insecticides after so many restrictions were placed on them. I'm pleased to see dengue fever and chikungunya reappear in southern France quite simply because insecticides are no longer being used.

**Jean-Pierre Elkabbach, President, Lagardère News**

Ask Thierry de Montbrial to talk to you about the Asian hornet, which is starting to wreak havoc in southern France. I'm told it's enormous and terrible. Madam, because we haven't yet heard a woman's voice, then two more questions. My friend and I have decided to drop the conclusion we were asked to do so that more people will have a chance to talk. Yes, madam...

**Bouthayna Iraqui, company manager and Moroccan member of parliament**

I'm a company manager, pragmatic like Mr. Viehbacher, and also a politician. I'm a member of the Moroccan parliament.

**Jean-Pierre Elkabbach, President, Lagardère News**

So you can do both.

**Bouthayna Iraqui-Houssaïni, Deputy**

Yes, absolutely, you can do both.

**Jean-Pierre Elkabbach, President, Lagardère News**

You can be a manufacturer, company manager and member of parliament all at the same time – that's good.

**Bouthayna Iraqui-Houssaïni, Deputy**

I'm also a pharmacist, which will explain my question. What can global governance do in response to lobbies? I'll use Morocco as an example. You know that in Morocco the use of generics is no more than 30%, as opposed to Europe, especially France – and this is the exception among emerging countries. For a country whose access to drugs is currently a serious problem, how can we make sure that global governance finds the right balance for avoiding lobbies' pressure? In Parliament this year, we're working hard on drug access and pricing in Morocco.

We realised that there are a lot of drugs which cost much more in Morocco than in Europe. The goal is to give pharmacists – since we're working with a French regulation – the right to substitute a medication to pave the way for prescribing more generics. I also want to clarify one thing Mr. Kervasdoué said. The obesity risk in Morocco doesn't come from *Gazelle Horn* pastries, which are actually pretty expensive for all Moroccans. What's really causing the risk of obesity today in Morocco is the fast food craze.

That's what we're getting from the West. One last point about migrations that isn't all negative. Today, because of the restrictions in Europe due to visas, etc., the rest of Africa is turning to Morocco in particular as a medical destination. That has negative aspects but also economic development benefits. I wanted to specify that. Thank you.

**Jean-Pierre Elkabbach, President, Lagardère News**

Concerning lobbies.

**Jean de Kervasdoué, Professor, CNAM**

I would like you to answer with regard to Morocco because what you said is accurate, Madame.

**Jean-Pierre Elkabbach, President, Lagardère News**

Brief comments on lobbies and drug prices.

**Chris Viehbacher, Chairman and CEO, Sanofi-Aventis**

I think it's a domestic issue. It's not a global issue. I don't know a single country willing to give up its power to determine the price of drugs to a global organisation. I think there are many countries which have the same markets as Morocco and which are, in fact, able to avoid confusing control over the pricing of drugs with control over the funding of innovation. I don't have responsibility for all that.

**Jean de Kervasdoué, Professor, CNAM**

I don't agree with you. I have frequently worked in Morocco, I have frequently worked in Greece, etc., where the pharmaceutical industry, as a domestic lobby, influences governments to convince the population that generic drugs are less effective than brand-name drugs. In these countries, it's an ethical code problem for your industry. In Morocco, it's a serious issue. In Greece, it's a serious issue. Because of advertising campaigns, the population believes that brand-name drugs are better than generics – which is wrong in my opinion.

**Jean-Pierre Elkabbach, President, Lagardère News**

Last question.

**Mohamed Benabid, editor-in-chief of the Moroccan newspaper, *L'Economiste***

My remarks target the links between governance and health. I think one issue which demonstrates our concerns is type-A flu, the famous H1N1, because we were also under pressure from the English-speaking world. Morocco, like other countries, had to order a stock of vaccines. This was done under particularly one-sided conditions in terms of delivery times and prices. I'm quoting a Moroccan health minister who knew there was little room for manoeuvre due to pressure from public opinion. We had to act quickly. We had no price commitments. My question about this aspect is the following: can't we come up with a system which allows negotiations under such conditions to be conducted in a more balanced manner? We have a WHO representative and a Sanofi representative here. I think the question is directly addressed to them. Thank you.

**Jean-Pierre Elkabbach, President, Lagardère News**

I'm glad you came.

**Chris Viehbacher, Chairman and CEO, Sanofi-Aventis**

In my opinion, this situation required a certain degree of coordination. In fact, what happened on our side is that each country wanted to buy a certain amount of vaccines as quickly as possible because there was limited capacity. We took the position of not selling more than 10% of orders to all countries to avoid giving the advantage to the wealthiest countries.

I received calls from the WHO, for example, saying: "What can we do for countries without the same resources as the Western countries?" That's why we also donated 100 million vaccine doses. It was in fact a pandemic, a global problem. So people need to be vaccinated. For example, in Mexico, there's no point in vaccinating Americans who aren't in Mexico because contamination can occur. To be honest, I appealed for supranational coordination.

**Jean-Pierre Elkabbach, President, Lagardère News**

Last question.

**Mo Ibrahim, Founder and Chair, Mo Ibrahim Foundation**

My name is Mo Ibrahim, from the Mo Ibrahim Foundation. I am British, but of Sudanese origin. I really wanted to make a short statement on the issue of immigration. I do not think we covered that area well here. I am astounded at the low quality of debate related to xenophobia and Europe's dealings with immigration. Are we going to take a look at Europe in 20, 30 or 40 years' time?

We in Europe are an ageing, greying continent. Who is going to pay our pensions? Who is going to support our welfare state? We see a huge divide growing, a divide between young, developing countries and ageing, developed countries. What is the impact of that on the future of Europe? Gentlemen, in 20 years time, you may still be alive. Some years ago, seven people supported two people's pensions and health benefits. In 20 years' time, who is going to pay your hospital bills? Who is going to pay your pensions? Are we having a sensible debate, or is it just stimulated by the immediate interests of headline-grabbing, petty politicians? Are we really looking at rates and opinion polls before thinking of the long-term interests of countries? Where is that debate in Europe?

**Jean-Pierre Elkabbach, President, Lagardère News**

Thank you, Mr. Ibrahim. That was not the topic of the discussion. The debate you were referring to and explaining is a very profound issue for all Western societies and also concerns countries like yours. Because Madam was saying that you welcome African people who come for medical care, which is a positive aspect, I hope there are only positive aspects.

What you said about the phenomena of xenophobia and racism growing throughout Europe and the United States, including in my country, is also true – which we naturally abhor and condemn. But demagoguery is not the right response to these problems because I assume you're not suggesting that entire populations or all young people from underdeveloped countries are going to European countries. You would then create an even bigger crisis even though there's a need to boost the French and European population. Another comment? Yes.

**William REILLY, Chairman, Climate Works Foundation**

I would just say that with respect to immigration, one could imagine a very constructive international conversation. This would be on the subject of the preconditions which should give rise to amnesty. One can imagine what those would be: a certain period of time in the country, access to employment and perhaps involvement in the educational system. There would also be a network of family connections, where you are not going to send back one member of a family and leave the children behind. Those are some of the more egregious consequences of the insensitivity unless we now see to it.

That would be a very constructive thing; I am not aware of any exercise of that sort, but I think it would be both economic and humane. Every study that has been done on the contribution of the effect of illegal immigrants to the United States has concluded that they make a positive contribution to the economy.

**Jean-Pierre Elkabbach, President, Lagardère News**

Thanks to all of you. As we had indicated, we tried to sincerely answer your questions concerning the topic of the discussion which the two of us have led. This is the first session. There will be others. You can see the level of interest in this WPC conference. Thank you again.