

## **FDA MEETS AND INTERRACTS WITH STAKEHOLDERS IN ONLINE SHOPPING SPACE**

Management of the Food and Drugs Authority (FDA) led by the Acting Deputy Chief Executive in charge of Medical Devices, Cosmetics and Household Chemicals Division on Wednesday 17<sup>th</sup> July, 2019 met stakeholders in the online shopping space to interact with them about advertisement of FDA regulated products online.

Stakeholders from seven (7) online shopping platforms including tonaton.com, Sairui Mall, Pepapa.com, Jumia, Kikuu and Zoobashop who met at the FDA Headquarters in Accra were taken through the Public Health Act, 2012 Act 851 and what the law spells out on advertisement.

Since online has become one of the main platforms for advertisers of FDA regulated products, the Acting Deputy Chief Executive in charge of Drug Registration and Inspectorate Division, Mr. Seth Seaneke took the stakeholders through advertisement regulation.

Management of the FDA also told the stakeholders that the FDA under the law has the mandate to vet and approve advertisement of regulated products to avoid deception therefore any FDA regulated product advertised online needs to be approved by the Authority.

Since registered products and advertisement have time span, the stakeholders were also made aware that they should regularly check with the Authority with respect to both the validity of the product's registration and advertisement since a product's registration could be cancelled and suspended even if it has been approved earlier.

The stakeholders who expressed appreciation for the interaction asked for a roadmap with the FDA to ensure effective collaboration with the Authority.