

NEW YORK PHARMA FORUM PROGRAM
WEDNESDAY, FEBRUARY 24, 1999

SPEAKERS:

Dr. Richard P. Rozek, Vice President
National Economic Research Associates, Inc.

TOPIC:

"The Effects of Local Regulations on Companies' Decisions to Launch Pharmaceuticals in Japan"

Dr. Richard Rapp (President of National Economic Research Associates), Dr. Tsuruhiko Nambu (a professor of Economics at Gakushuin University in Tokyo, Japan), and Dr. Rozek authored a report entitled, "Regulatory Influences on the Decision to Introduce Pharmaceutical Products in Japan," published last fall in *The Journal of World Intellectual Property*. The report is based on extensive interviews conducted in Japan with pharmaceutical manufacturers. The authors' conclusions are that Japanese regulations distort the decision-making process pharmaceutical firms use to decide whether to introduce specific products in Japan, and that Japanese administrative policies that are intended to protect the health of the Japanese public actually leave patients worse off.

Dr. Rozek will give an overview of this research and will present recommendations for reforms to overcome the challenges pharmaceutical companies face in Japan.

National Economic Research Associates, Inc. is a firm of consulting economists who work on litigation, public policy and strategic planning studies for pharmaceutical and other firms.