

**REMINDER: NEW YORK PHARMA FORUM PROGRAM**  
**TUESDAY, NOVEMBER 7, 2000**

**SPEAKER:** Mr. Bunji Kimura, President, CRECON Research & Consulting Inc.

**TOPIC:** The Future of Japanese Pharmaceutical Market

CRECON Research & Consulting Inc. was established in 1955 as the first pharmaceutical market research organization in Japan. For a half of a century, it has been a pioneer in the field as well as the source of a tremendous amount of research data on the Japanese pharmaceutical industry, which has faced drastic changes.

For this program, Mr. Kimura, who will be visiting from Japan, will analyze some changes the Japanese pharmaceutical industry is facing to forecast the future of the Japanese pharmaceutical market. His remarks will include:

- Trends in drug sales in 1999 and 2000
- Issues and progress of “Iyaku Bungyo”, separation of prescribing and dispensing
- Drug Pricing Reform in 2002: how it will change the industry and the market
- Radical trends in drug wholesale
- How information technology has changed drug distribution and marketing
- Projection for the Japanese pharmaceutical market in 2005

Mr. Bunji Kimura joined CRECON Research & Consulting Inc. in 1970, and was appointed President in 1983. He has also served on various committees of industry organizations, such as Japan Pharmaceutical Manufacturers Association (JPMA) and Japan Medical Association (JMA), as well as on a number of Ministry of Health and Welfare task forces.