

NEW YORK PHARMA FORUM PROGRAM

FRIDAY, JUNE 21, 2002

SPEAKER: **Mr. Katsunori Hara**, Director, Economic Affairs Division,
Health Policy Bureau, the Ministry of Health, Labor and Welfare, Japan

TOPIC: "A Vision for Growth and Survival in the New Century"
- Reinforcing the Global Competitiveness of the Japanese Pharmaceutical Market -

In April 2002, the Economic Affairs Division of the Japanese Ministry of Health, Labor and Welfare announced a drastic reform plan for the Japanese pharmaceutical market to reinforce its competitiveness to grow globally, and to attract more investment in the Japanese market and in new drug development for the nation's well being in the new century. The plan is a part of a "vision of the pharmaceutical industry" that sets goals for the industry and attempts to define the industry's role in the rapidly changing environment. The plan includes: supporting R & D; promoting trials and other clinical studies; regulatory reform; drug pricing system reform and other crucial issues.

The Economic Affairs Division is currently initiating discussions with the industry and opinion leaders before proposing the final plan. Mr. Katsunori Hara, Director of the Economic Affairs Division, is flying to New York to have informal open discussions with New York Pharma Forum about the plan. This is a rare opportunity to hear the Ministry's plans directly from one of the key planners and provide input.

During his 23-year career with the Ministry, Mr. Hara has experienced a range of responsibilities. Prior to his position as Director of the Economic Affairs Division, Mr. Hara was Counselor in the Cabinet Secretariat.