

January Program
THURSDAY, JANUARY 12, 2006

TOPIC: **Japanese Pharma Companies' Visibility Problems in the U.S. Market**

SPEAKERS: **Joseph P. Pieroni, President, Sankyo Pharma Inc.**
 Margaret Farley, Senior Vice President, Edelman

Japanese pharmaceutical companies in the U.S. face a challenge in branding themselves that most of their American counterparts do not. Because of most Japanese companies' reliance on partnerships and out-licensing to Big Pharma, product marketing in the United States is out of the hands of the Japanese company – the company is not even associated with its own drugs overseas. Without a sales force, a Japanese company doesn't get "face time" with American doctors. Companies that are listed on the stock exchange in the U.S., as most American pharmaceutical companies and even many European pharma companies are, automatically gain recognition from analysts and financial journalists. But since none of the Japanese companies are listed here, they are much less visible to the financial community, as well.

Joseph Pieroni, a Big Pharma veteran, is very much aware of the branding challenges that his company and other Japanese pharmaceutical companies face. He will speak about this subject in his role as president of Sankyo Pharma, with responsibility for building the company in the U.S. market.

Margaret Farley, in Edelman's health practice, is an expert on corporate image and branding. She will discuss how Japanese companies can best deal with these challenges. Her previous experience includes leading corporate communications and positioning programs for pharmaceutical clients, including Sankyo and Eisai. She has also overseen brand public relations and issues management programs for a broad range of pharmaceutical products.