

Special Program for Regular Members Only
FRIDAY, DECEMBER 7, 2007

TOPIC: **The Future of the Pharmaceutical Industry in Japan**

SPEAKER: Toshihiko Takeda, Director, Economic Affairs Div., Health Policy Bureau
The Ministry of Health, Labor and Welfare, Japan

“Compared with the status of the industry [in 2002], ...from the viewpoint of the international competitive power of the industry, it is hard to say that there was progression in spite of steps taken over the past five years. ...It may be no exaggeration to say that ...the international competitive power of the pharmaceutical industry in Japan has not increased and the international competitive power (= international appeal) of the environment of drug discovery and the market itself are almost lost. In other words, Japan is in a crisis situation.”

The above comments would not cause any head-turning if heard from anyone in the pharmaceutical industry. On the other hand, when taken from a Japanese Ministry of Health, Labor & Welfare report, they do make for interesting reading. They are followed by the Japanese government's five-year action plan for improving the situation and vision for the pharmaceutical industry's future in the Japanese market.

New York Pharma Forum has made a special arrangement to bring the author of this five-year plan and vision to New York just to meet with our Regular Members. Mr. Toshihiko Takeda of the Ministry of Health, Labor & Welfare, will be the guest speaker at a working lunch **for Regular Members only** on the day of the annual meeting, general assembly and dinner. He will discuss the five-year action plan and vision that have been laid out for the pharmaceutical industry in Japan and talk informally about it to members. He is eager to discuss the plan with you and to hear your feedback to bring back to Japan. Mr. Takeda is very familiar with New York Pharma Forum: he spent three years at JETRO New York in the early 1990s and was very active in and supportive to NYPF in its earliest years. He has also spoken several times before at NYPF events.

This extra meeting is a special benefit of Regular Membership. We are asking that each attendee pay a cost to cover a box lunch since this meeting is an extra event on top of the other monthly programs. The only cost for attendance is the cost of the box lunch no matter how many people come from your company. Regular Members may not bring guests from other companies to this program. There are a limited number of seats available in the meeting room, and attendance is on a first-come, first-served basis.