

## WEBINAR: WEDNESDAY, OCT. 5, 2011

---

**TOPIC:** Japan: An Emerging Pharmaceutical Market?

**SPEAKER:** Ira Wolf, Japan Representative,  
Pharmaceutical Research & Manufacturers of America (PhRMA)

While nobody would call Japan an emerging pharmaceutical market in general, it does have a couple of important things in common with the “pharmerging” markets: there are huge opportunities for business growth and for improvements in public health.

For its first webinar, New York Pharma Forum is pleased to present Ira Wolf, Japan Representative for PhRMA. Mr. Wolf will share his observations and PhRMA's views about Japan's pharmaceutical market. He'll cover the challenges as well as the opportunities and will discuss what the Japanese government and the pharma industry in Japan are trying to do to improve the current situation to make Japan a highly attractive market for the global and domestic research-based pharmaceutical industry.

Mr. Wolf has been with PhRMA for about five-and-a-half years. While in Japan he also served for three years, until recently, as a member of the Board of Governors of the American Chamber of Commerce in Japan. Prior to joining PhRMA, Mr. Wolf served in senior government affairs roles in several industries, including the Conference of Asia-Pacific Express Carriers in the aviation industry, Eastman Kodak and Motorola. He spent the first 17 years of his career as a Foreign Service Officer in the U.S. State Department. He has gone back and forth between industry and U.S. government positions ever since. He was a legislative assistant to Senator Jay Rockefeller; served in the Office of the U.S. Trade Representative (USTR), Executive Office of the President; was senior advisor to Senator Max Baucus, and served on the Congressional-Executive Commission on China.