

WEDNESDAY, JUNE 13, 2012

TOPIC: **Achieving Growth: Emerging Strategies for Japanese Pharma**

SPEAKERS: **Tetsushi Inada, Ph.D.**
President & Managing Director, Pharma-East Insight
John Keller, Ph.D.
President & CEO, Shionogi, Inc.
Koki Ohashi
President, Kissei America, Inc.
Behshad Sheldon
Founder, Ascent Consulting & Creative Services, LLC
Member, Board of Director, Otsuka Development & Commercialization, Inc.

MODERATOR: **Viren Mehta, PharmD, MBA**
Founder & Managing Member, Mehta Partners, LLC

In the face of ever more daunting challenges at home and abroad, Japanese pharma companies are considering and adopting new and creative strategies to achieve growth. The global challenges are nothing new: escalating R&D costs; shrinking pipelines; blockbuster patent expirations; growing pricing pressures in Japan and abroad. To overcome these challenges, some Japanese companies have made surprising acquisitions, some are considering mergers they previously thought impossible, others are pursuing generics strategies, and still others are forming unusual international and domestic partnerships.

All of the executives speaking at this month's program are heading or have headed Japanese pharma companies' U.S. subsidiaries (see bios, page 2 of this announcement). They will discuss strategies for growth they feel are or will be effective for various segments of the industry, based on their experience and observations.

Program moderator Viren Mehta will introduce the topic with some of his company's research findings and his own observations, followed by an open and informal discussion among the panelists.