

WEDNESDAY, SEPTEMBER 12, 2012

TOPIC: The State of the Pharmaceutical Industry in Japan: Growth or Survival?

SPEAKER: Isao Teshirogi, Ph.D.

President, Japan Pharmaceutical Manufacturers Association (JPMA)
President and CEO, Shionogi & Co., Ltd.

In May 2011, Dr. Isao Teshirogi was appointed president of Japan Pharmaceutical Manufacturers Association (JPMA), the most powerful pharmaceutical trade organization in Japan. Although Japan is still the second largest pharmaceutical market in the world after the U.S., the forecast is that China will take its place in 2016. The Japanese pharma industry faces fierce competition both in the domestic and global markets and pharma companies are seeking different strategies for survival.

As the head of JPMA, Dr. Teshirogi has agreed to share his insights and vision of the industry's future with New York Pharma Forum members at this program. He will discuss the issues that are key to understanding the pharma business environment in Japan and for Japanese companies, including the changes he sees in store for the Japanese pharmaceutical market in the next five to ten years, the biggest challenges the Japanese pharma industry faces today, the initiatives JPMA is taking to overcome these challenges, and how JPMA is working with other national (and international) trade organizations such as PhRMA to address some of the global issues. Finally, he will also talk about the business goals he has set for his own company, Shionogi & Co., Ltd.

Dr. Teshirogi was appointed President of Shionogi & Co., Ltd. in April, 2008. Many commented at the time that this was quite remarkable, since Dr. Teshirogi, still in his forties (very young to become CEO of a large Japanese company), was only the third person outside the founder's family to head the company in Shionogi's 130-year history. He is often described as a very ambitious, goal-oriented and non-traditional Japanese executive. He spent several years on assignment for Shionogi in the United States. He was in the U.S. just as New York Pharma Forum was being founded, and is quite familiar with our organization.