



PRESS RELEASE

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UBM ANNOUNCES PLANS FOR JAPAN PHARMA & BIO EVENTS

04 March 2010, Amsterdam: Reflecting the growth in interest in the fine chemicals, pharmaceuticals and bio-pharmaceuticals industries in what is the second largest pharmaceutical market in the world after the United States, leading events organiser UBM International Media and sister company UBM Japan Co. Ltd. today announced details of their 2010 Japanese Pharma events roster. Spearheaded by [CPhI Japan](#), supported by [ICSE Japan](#), [P-MEC Japan](#) and featuring a dedicated [BioPharma Pavilion](#), these keynote events will take place from 21-23 April at [Tokyo's Big Sight Exhibition Center](#), providing wide coverage and great networking opportunities across all of the main pharma services sectors.

UBM's Japanese events have steadily expanded in size and increased in terms of the number of exhibitors and visitors, stimulated by dynamic changes in the Japanese pharmaceutical market such as the revision of Japan's pharmaceutical law, growing competition from foreign companies, increased merger and acquisition activity and the rise in demand for generic drugs. With an estimated annual value of \$60 billion, a figure expected to rise, according to IMS Health, to \$79 billion within five years, Japan's pharmaceutical market will constitute approximately 11% of the total world market in 2010.

CPhI Japan, launched in 2002, is the biggest pharmaceutical ingredients exhibition held in Japan. The 2010 event features over 130 seminars and exhibition presentations, including keynote sessions from Dr. Akihisa Chief Scientist of Pfizer Japan Inc., who will focus on 'R&D Strategies for the Next Generation' and Mr. Marc Dunoyer, Vice Chairman of EFPIA Japan and Representative Director & Chairman, GlaxoSmithKline K.K., who will discuss 'Reducing the Drug Lag'.

UBM expects to equal or surpass the 2009 event, which saw almost 14,000 visitors and 425 exhibitors spanning 28 countries. Pre-registrations so far for the 2010 event are up by 20% and leading exhibitors include BASF Japan, Lonza AG, Dr. Reddy's, Abbott Japan Co., Mitsubishi, Sumitomo, and Misui.

One highlight at CPhI Japan 2010 is expected to be the BioPharma Pavilion, which made its debut during CPhI Japan 2009 as a new concept pavilion showcasing the most cutting-edge products and services to the Japanese market. For 2010, the Pavilion has been extended, reflecting the increasing convergence of pharma and biotech business models in global healthcare, and the growing numbers of bio-pharma partnerships in drug innovation, production and market delivery.

"The BioPharma pavilion and keynote and special seminar programmes were extremely successful elements within CPhI Japan 2009," commented Eliane van Doorn, UBM International Media's Group Director for Pharma events. "With the biopharma industry assuming greater prominence in Japan for several reasons - not least the country's aging population and the Government's increased focus on the generics market as it bids to keep medical expenses under control - Japanese pharmaceutical manufacturers are eager to catch up with competitors from the US and Europe and are seeking to do so through investment and cooperation with bio-ventures and universities. In addition, the Japanese government has been investing in developing the domestic 'bio-infrastructure' through funding bio-industrial cluster projects and setting up support programs for bio-ventures and universities in order to enhance Japan's biopharma industry. The BioPharma pavilion at CPhI Japan presents an ideal platform, therefore, for the Japanese biopharma industry to meet potential new partners from foreign countries."

Mirroring the significant growth in the demand for contract services in the Japanese market, **ICSE Japan** has been co-located with CPhI Japan since 2005. In 2010, the ICSE Pavilion provides a unique opportunity to present new products, outsourcing solutions or R&D development to the Japanese pharmaceutical audience.

P-MEC Japan, with its focus on Pharma machinery and equipment will be held for the 3rd time in tandem with CPhI Japan 2010 and is rapidly evolving to embrace every aspect of pharma and biotech equipment and technology, from packaging machinery, through laboratory and analytical techniques, to track and trace technologies.

In Tokyo, there will be national pavilions for Italy, China, Korea, the UK and India. Formal supporters of the event include Japan's Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry and 18 trade associations and industry organisations. The event's co-organiser is The Chemical Daily Co. Ltd. - publisher of the highly respected Chemical Daily and Japan Chemical Week.

UBM International Media's annual sister events for the pharma ingredients and services sector include Worldwide (Europe – October); Japan (April); China (June); and South America (August). For websites, see: www.cphijapan.com, www.icsejapan.com and www.pmec-japan.com.

Notes for Editors:

- *UBM International Media operates market-leading global exhibition brands and their complementary media products.*
- *The CPhI pharmaceutical ingredients and related sector exhibitions currently number over 15 highly-regarded annual events. The portfolio also includes Informex (specialty chemicals), Food Ingredients, HBA (health & beauty industry) and Sea Trade (cruise industry).*
- *Worldwide locations for its events include China, India, Japan, North America, Brazil, Africa and Europe. More than 330,000 business professionals and marketers visit UBM exhibitions each year. The exhibitions portfolio is managed from Holland. UBM International Media has approximately 1,200 employees in the UK, US, Asia and Europe. See www.ubm.com*

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