



iCSE

P-mec

bioLIVE

InnoPack

FDF

nex
natural extracts

16 - 18 March 2020
Big Sight Exhibition Center | Tokyo, Japan

Your gateway to the Japanese market

CPHI Japan is the ideal business platform for international pharma professionals to join in order to grow business in the rapidly changing Japanese pharmaceutical market.



20,000
Attendees



65+
Countries



570+
Exhibitors



7
Events in 1
location

Book your stand at: cphi.com/japan

Contact:

International team: salesoperations@ubm.com
Japan and Asia region : promotion@cphijapan.com

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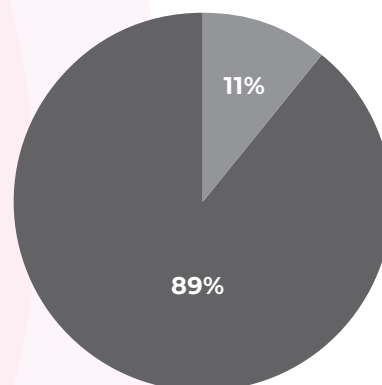


THE CHEMICAL DAILY CO., LTD.

Who attends the show?

Top 10 visitor countries

- | | |
|---------------|--------------|
| 1 Japan | 6 USA |
| 2 China | 7 Vietnam |
| 3 South Korea | 8 Kazakhstan |
| 4 India | 9 Spain |
| 5 Taiwan | 10 Germany |



89%

Japan

11%

Rest of the world

Primary purpose of visit

- 43%** Looking for new suppliers, products, technologies, and services
- 34%** Obtaining market / product information
- 9%** Attending conferences and exhibitor presentations
- 10%** Maintaining business relationships
- 5%** Others

Visitors' primary business activity

- 28%** Pharmaceutical manufacturing
- 12%** Trading company
- 11%** API manufacturing
- 8%** Fine chemical manufacturing
- 5%** Pharmaceutical contract manufacturing
- 3%** Intermediate manufacturing
- 32%** Other

Job positions



18%

CEO / Chairman /
VP / Director



40%

Management

Visitor business categories

- 33%** Pharmaceutical manufacturing / Pharmaceutical contract manufacturing
- 32%** Others
- 23%** Fine chemical / API / Intermediates manufacturing
- 12%** Trading company

“What our visitors said:

“A major event in Asia where the pharmaceutical world gets together for major discussions, networking and business prospects. A unique opportunity to meet with Japanese pharma companies.”

Waldo Mossi, Helsinn Advanced Synthesis

“An event that is full of potential to expand existing business, explore new markets, learn the latest trends in the industry and to learn about the business culture.”

Ashish Trivedi, Dishman Pharmaceuticals and Chemicals Limited

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“Japan's pharmaceutical industry has long centred on strong innovation and patented drugs, but we are now observing a dramatic increase in generics and biosimilars in the market.”

Laura Murina,
Brand Manager CPhI Japan

“With international collaborations increasing, there are clearly now more partnering opportunities in the market than ever before.”

Nobuaki Nito,
General Manager UBM Japan

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Six facts about the Japanese Pharma Market:



3rd Largest Pharma Industry Worldwide...

...after the US and China, with a share of 10% of the world market and a value expected to reach \$109 billion by 2026.



Increased emphasis on R&D

In terms of biomedical R&D spending, Japan is the third largest worldwide behind the US and Europe, accounting for 10% of total expenditure.



Generic drugs is the fastest-growing sector

The government's initiative to reduce health expenditure is expected to result in the volume share of generic drugs reaching 80% or more by 2020.



Deregulation = quicker drug approvals

A speedier drug approval process is helping to attract increased foreign investment.



Japan is looking for external API suppliers

More than 50% of Japan's APIs are imported into the country for generic drugs manufacturing, and the demand is set to rise.



Easier entry for foreign companies

The global standardisation sees Japanese companies building strong relationships with international partners who can provide them with competitive products, technologies & services.

What does 2019 hold for Japan?

Industry executives predict Japan to be the second fastest growing mature market for solid dose drugs in 2019, and even more impressively, the second fastest overall country for biologicals growth – finishing only narrowly behind the United States.

2019 will also very likely be the first year that the Japan's largest pharma companies report over 50% of sales overseas – as recently as 2017 this was still under 50%, but it has grown quickly in recent years.

For more information on market trends, visit cphi.com/japan



7 events in 1 location

Showcase your products & services to the region's leading decision-makers.



With more than 50% of Japan's APIs imported into the country for generic drugs manufacturing, the CPhI Zone presents a huge opportunity for ingredients & manufacturing solution providers.

P-mec

The opportunity to showcase pioneering pharmaceutical machinery, lab equipment and analytical technology for the production of APIs and intermediates.



Japan is one of the countries that dominates the global pharma packaging market and is the largest within the Asia-Pacific region. Showcase your innovations in drug delivery systems and health product packaging.

icse

Japan's clinical trial sector will continue to strengthen over the coming years following increased government investment in transforming the landscape and speeding up drug approval times. ICSE Japan is the perfect place to exhibit for CRO & CMO companies.



Japan's biopharma market is rapidly growing, with over 70% of approved biopharmaceuticals in Japan provided by foreign companies. The perfect opportunity to showcase new treatment methods arising from biotechnical processes to the region's pharmaceutical decision-makers.



Did you know that the greatest potential for growth in Japan lies with finished dose drugs? FDF Japan brings many aspects of the finished dosage supply chain together in one location, from Big Pharma to in/ out-licensing specialists, end product distributors and end-user agents.



Natural extracts play a huge role in both the health and food industries in Japan. CPhI Japan's natural extracts zone is the number one opportunity for suppliers of natural extracts to meet pharmaceutical and traditional Chinese medicine manufacturers in Japan.

Features CPhI Japan 2020

1

Exhibitor Showcases

Educate the industry about your products, services, new launches, innovations and news during a 30 minute presentation attended by visitors, press and fellow exhibitors.

2

Seminars and Conferences

CPhI Japan hosts a wide range of seminars and conferences provided by the government, industry associations and other key pharmaceutical players.

3

Matchmaking programme

A gateway for exhibitors to meet with potential buyers. Search the pre-registered visitors, identify the ones of most interest to you and pre-arrange meetings that you can attend onsite. All exhibitors are welcome to participate FREE of charge!

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