

22<sup>nd</sup> INTERPHEX JAPAN  
 8<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN  
 PHARMA i JAPAN 2009



*Post-Show Report 2009*

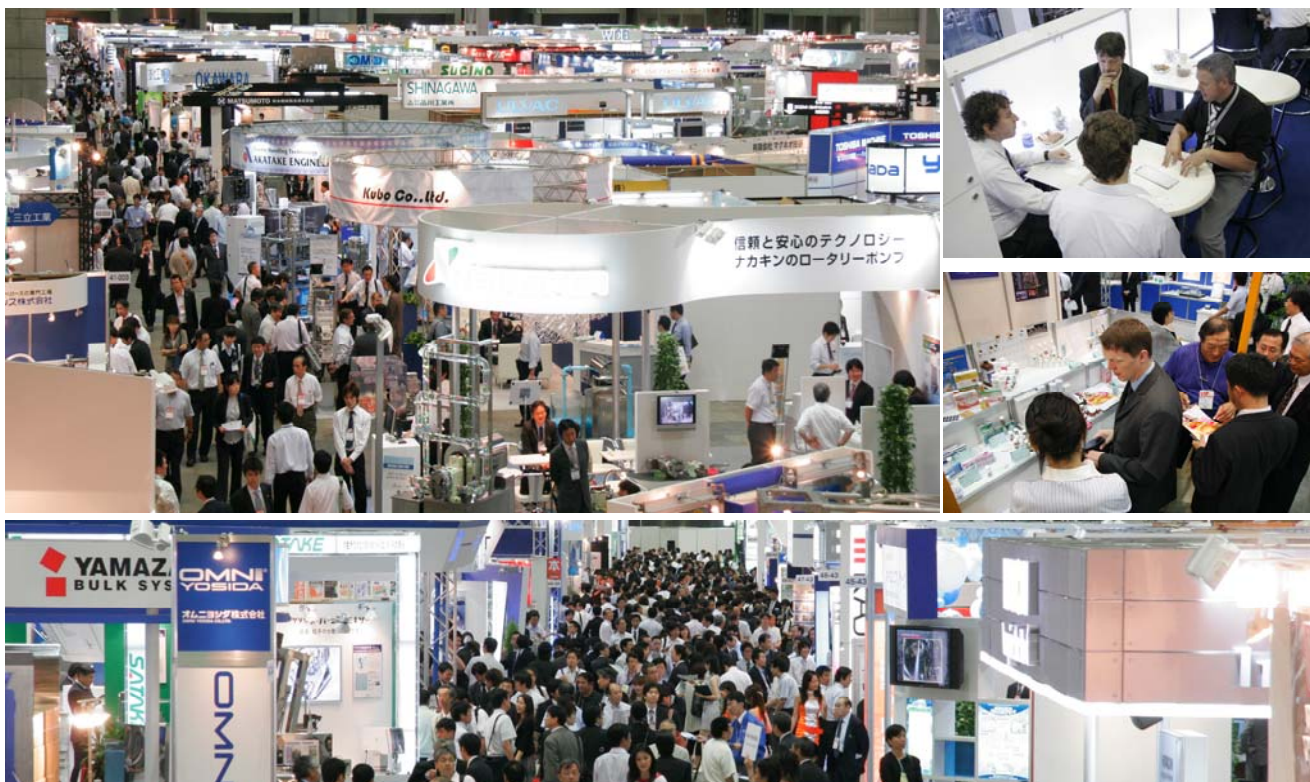


TABLE OF CONTENTS

July 22<sup>nd</sup>, 2009

■ Exhibition Outline -----	1
■ Exhibition Highlight -----	2
8 <sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN	2
22 <sup>nd</sup> INTERPHEX JAPAN	3
PHARMA i JAPAN 2009	4
■ Conference/Seminar -----	5
INT'L BIO FORUM & BIO EXPO JAPAN KEYNOTE SESSION	5
INT'L BIO FORUM & BIO EXPO JAPAN SPECIAL SESSION 7	6
INTERPHEX JAPAN KEYNOTE SESSION	6
INTERPHEX JAPAN SPECIAL SESSION 4	7
PHARMA i JAPAN SPECIAL SESSION 1	8
■ Press in Japan and Overseas -----	9
■ Next Show 2010 -----	9

# Exhibition Outline

8th INTERNATIONAL  
**BIO FORUM &  
 BIO EXPO JAPAN**  
 ASIA'S LARGEST BIO EVENT

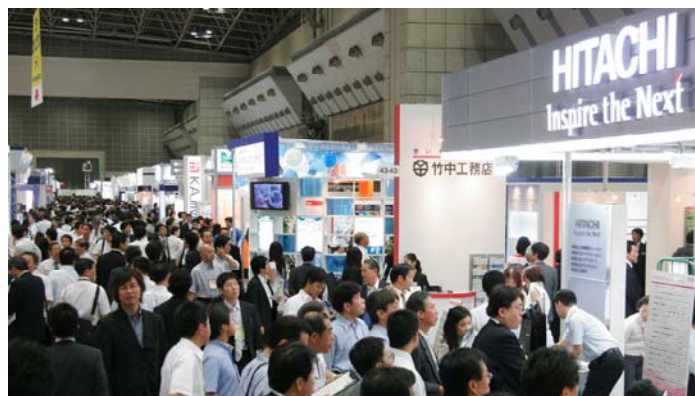
Asia's LARGEST Pharmaceutical Event  
 22nd  
**INTERPHEX  
 JAPAN 2009**

PHARMACEUTICAL INGREDIENTS JAPAN 2009  
**PHARMA i JAPAN**  
 Pharmaceutical Ingredients Intermediates Cosmetic Ingredients Chemicals Outsourcing Additives

## Asia's Largest Pharmaceutical/Biotechnology Event held in Japan!

On July 1 (Wed) – 3 (Fri), Asia's largest show in the Pharmaceutical/Biotechnology industry, 22<sup>nd</sup> INTERPHEX JAPAN, 8<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN, and PHARMA i JAPAN 2009 was grandly held with the record number of **1,614** exhibitors and **55,964** visitors. At the show venue many scenes were witnessed where exhibitors and visitors did concrete business meetings during the show. The three exhibitions are a must visit for professionals within the pharmaceutical, biotechnology, and cosmetic manufacturers industry, as this is the one and only event throughout Japan where you can see the upstream to downstream of this industry. In addition to the exhibition venue, conference room was filled with professionals keen to know the latest technologies and trends of the life science in Japan and Asia.

EXHIBITION OUTLINE	
Exhibition	INT'L BIO FORUM & BIO EXPO JAPAN INTERPHEX JAPAN PHARMA i JAPAN
Dates	July 1 [Wed] - 3 [Fri], 2009
Open Hours	10:00-18:00 (10:00-17:00 on July 3)
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.



# Exhibition Highlight

## 8<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN

What is INT'L BIO FORUM & BIO EXPO JAPAN? It is Asia's largest BIO event where bio-related people, products, technologies and information all gathers across Asia.

### Special Zones and Fairs

Drug Discovery Area

CRO and Contract Research Services Zone

Proteome Area

DNA/RNA Area

Biochip Zone

Biohazard Zone

Bioinformatics/Data-management Zone

Cell Area

Fine Processing/Prototype Manufacturing Zone

Bio-imaging Zone

### ■ Cell Area

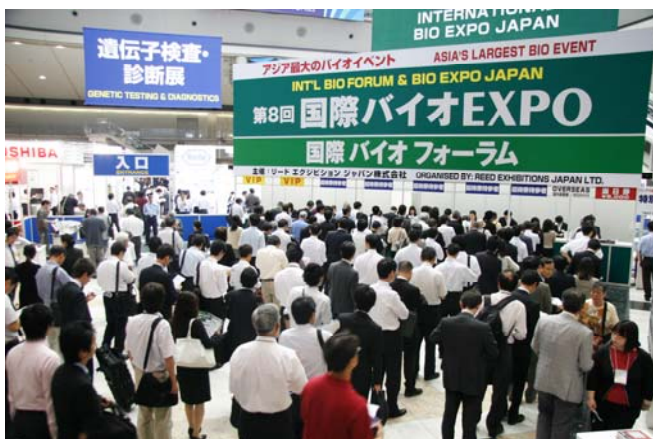
This area is one of the attention getter areas, as ES/iPS cell is making its way to practical use. Consisting of companies dealing with products and technologies such as cell analysis, tissue-engineering technologies, and cell research, various new companies exhibited for the first time. Hitachi Plant Technologies Ltd. brought in new products including cell processing management system, which contributes to decrease cross contamination in clean rooms utilized electronic signature.

### ■ Genetic Testing & Diagnostics 2009

The development of genetic testing technology is striking, as the application of this business is rapidly growing with its realization of low-cost and the improvement of inspection accuracy efficiency. From disorder such as cancer, to beauty business such as diet, the expansion of the business is anticipated for the genetic testing and diagnostics technology. Toray Industries brought in "3-D Gene", an ultra-high sensitive DNA chip, and Toshiba brought in "automated DNA detection system genelyzer", an all-in-one system fro hybridization to analysis.

### ■ PHARMA PARTNERING

Alliance and partnering is an essential and important segment of this show, as the demand for this area is increasing globally at a high speed. This year, various pharmaceutical companies, such as Eli Lilly and Company, Takeda Pharmaceutical Company, and Astellas Pharma were here to make new connections and enhance business to look for unique, new technologies and seeds. Various meetings were held for business opportunities throughout the show period.



What is INTERPHEX JAPAN? It is an international exhibition and conference for pharmaceutical, cosmetic and detergent R&D and manufacturing technology.

### Special Zones and Fairs

Pharma Sourcing

Pharma IT

Pharma Pack

LOGISTICS

Sterilizing Equipment & Clean Room Zone

Energy-saving Solution/Facility Fair

Factory Facility & Equipment Zone

Process Inspection/Testing Equipment Zone

Pharma & Cosmetic Packaging/Container Fair

Supplies/Transfer Zone

Materials Process Zone

Bioprocess/Biopharma Manufacturing Technology Zone

Laboratory Measurement Analysis Equipment Zone

Label/Labeling Fair

Pharma RFID/Barcode Fair

### **Energy-saving Solution/Facility Fair NEW!**

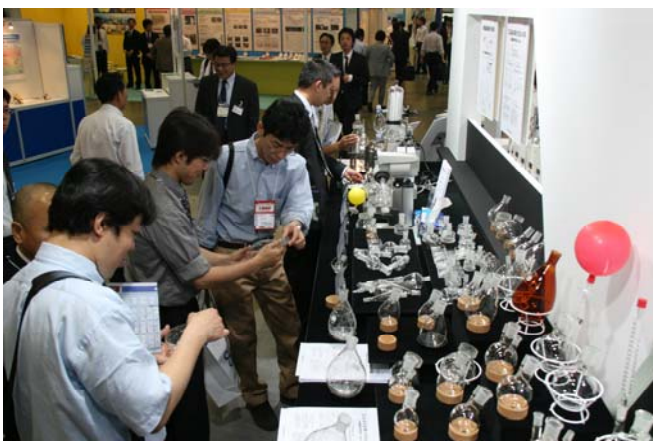
This fair is specialised for various energy solution services, equipments, and machines, as the demand for this area is expanding rapidly in the pharmaceutical and cosmetics industries. Large companies such as The Tokyo Electronic Power (TEPCO), Takasago Thermal Engineering, and Techno Ryowa exhibited.

### **PHARMA & COSMETICS LOGISTICS 2009 NEW!**

This expo gathers all logistics solutions specialised for pharmaceutical and cosmetics industries. Companies gathered products concerning machines and outsourcing services. Companies such as Mitsuisoko, DHL Supply Chain, Hitachi Transport System, Hitachi Distribution Software gathered in this area.

### **Pharma & Cosmetic Packaging/Container Fair**

This area especially expanded this year, as in addition to pharmaceutical industry, cosmetic industry emerged in. For example, Yoshida Glass and Takemoto Yohki, which is originally from cosmetic industry gathered in this area, in addition to large companies, such as Sogo Printing & Packaging Technopack, Asahi Printing, and Taisei Kako Aptar Pharma Japan.



What is PHARMA i JAPAN? It is an international trade fair specialized in pharmaceutical ingredients.

Exhibit Profile

Active pharmaceutical ingredients  
Antibiotics  
Chemicals  
Formulation development

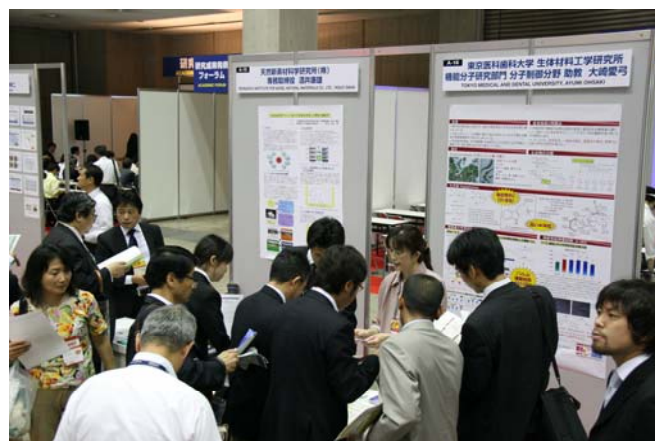
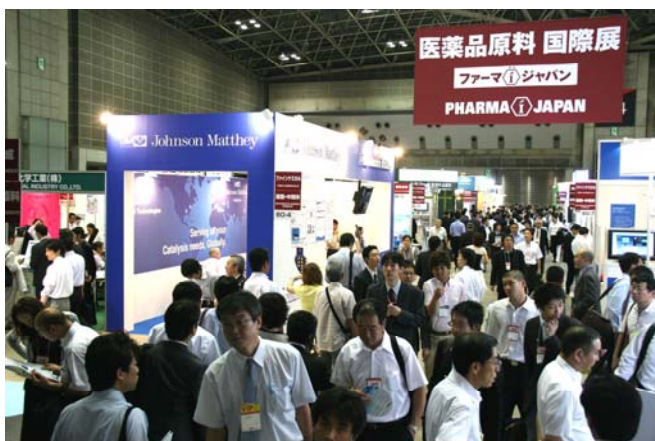
Fine chemicals  
Synthetic organic chemistry  
Tissue culture medias  
etc...

■ **Growing Demand of PHARMA i JAPAN 2009**

Due to the amendment of Pharmaceutical Law that has been enforced this June, pharmaceutical chemists no longer need to sell drugs, as second-class drug dealers took place. Due to this change, places such as convenience stores, drug stores, and super markets are able to handle products with only second-class drug dealers present. Therefore, the needs of pharmaceutical ingredients are emerging, as more selling points are in existence. Under these circumstances, PHARMA i JAPAN 2009 is actively in application, with visitors in search of suppliers and for serious business meetings held within the exhibition area.

■ **Highlights of Exhibitors and PHARMA i JAPAN**

Various international companies came to exhibit this year, such as Roche Diagnostics, Johnson Matthey Japan, Lanxess Saltigo, and so on, expanding widely than the previous edition. In addition to the exhibition area, PHARMA i JAPAN Academic Forum was newly launched this year. As this area provides new technologies and developments of professors and researchers, it came as an indispensable place for networking and collaboration within scientists and companies.



# Conferences/Seminars

One of the other attention getter is the conference held inside the conference hall next to the exhibition. This year, some of the world's top leaders came to do a speech within the 3 days, with 9,714 attendees gathering to catch up on the latest trends, and the cutting-edge technologies and companies' strategies. Some of the highlights of seminars are as below.

## INT'L BIO FORUM & BIO EXPO JAPAN KEYNOTE SESSION

### Therapeutic Antibodies and Vaccines

#### --Building Novel Pharmaceutical Industry Integrating Chemistry and Biology--



Building Better Biologics:  
Potential Approaches to Modifying Activities of Antibodies

Executive Vice President, Research & Development,  
MedImmune  
Peter Kiener

*Abstract:* The use of monoclonal antibodies (mAb) to intervene in diseases is now well established. One of the advantages that these macromolecules offer over small molecule drugs is their ability to be modified to better tailor the activity towards the disease and/or host. I will discuss with examples how one may enhance the activity of protein therapeutics by modifying the affinity, effector, function, half life, specificity and more of the biological.



A New Paradigm Shift in Drug Discovery Research

Executive Vice President, Member of The Board,  
Chugai Pharmaceutical Co., Ltd.  
Tatsumi Yamazaki

*Abstract:* The success of biopharmaceuticals and antibody drugs and the emergence of molecularly-targeted drugs are paving the way for new drug therapies such as those for cancer. Furthermore, developments in genomics and therapeutics are starting to provide powerful momentum for drug developments in personalized medicine. This presentation will examine new trends in discovery research.



Viruses, Epidemics and Their Control with Emphasis on HIV

Director and Professor,  
Institute of Human Virology of the University of Maryland School of Medicine  
Robert C. Gallo

*Abstract:* This presentation will focus on the concepts and technology that led us to the discovery of human retroviruses, the lessons of the early period (1970ies) including some shortsightedness and over-confidence in the field of biotechnology, and a summation of HIV/AIDS current research and approaches to develop a preventive vaccine.



ES/iPS Cells and its Potential -- Future Applications to Tissue-engineering and Drug Discovery--



First Application of Pluripotent Stem Cells (ES/iPS cells):  
Indispensable Tools for Drug Discovery and Safety Test

Director, Institute for Integrated Cell-Material Sciences,  
Kyoto University  
Norio Nakatsuji

*Abstract:* Despite restrictions for obtaining human cells for drug discovery and safety tests, with Pluripotent Stem Cells (ES/iPS cells) an unlimited supply of necessary cell species is made possible after proliferation. Genetic modification is also possible for specific purposes such as disease-models. Significant developments are being seen in R&D for drug discovery and practical applications.



Development of HESC-derived Oligodendrocyte Progenitor Cells for the Treatment  
of Spinal Cord Injury

Senior Vice President & Chief Scientific Officer,  
Geron Corp.  
Jane S. Lebkowski

*Abstract:* HESC-based regenerative cell therapies require ① evidence for reliable production and quality control of product manufacturing, ② rigorous safety testing in preclinical models, and ③ the design of clinical trial protocols that assess the safety and benefit of the therapy in appropriate patient populations. GRNOPC1 is a population of allogenic cells containing oligodendrocyte progenitors derived from characterized, dedicated, human embryonic stem cell banks. GRNOPC1 induces myelination of axons in rats with spinal cord injuries and in Shiverer mice, which lack compact myelin, and also produces numerous neurotrophic factors such as midkine, BDNF, and activin. Extensive preclinical studies were performed to determine the distribution of GRNOPC1 as well as any potential toxicities after injection near the thoracic injury epicenter. Based on this IND application, the FDA has granted clearance for Geron to initiate a human clinical trial to assess the safety of GRNOPC1 in patients with subacute, complete ASIA A, thoracic injuries whose last fully preserved neurological level is T3 to T10.



INTERPHEX JAPAN KEYNOTE SESSION

Future Prospects of the Japanese Pharmaceutical Industry and Tips for Further Development



Strategies of Astellas and Prospects on Global Pharmaceutical Industry

Representative Director, President & CEO,  
Astellas Pharma Inc.  
Masafumi Nogimori

*Abstract:* Every drug manufacturing enterprise in the world is casting about for a variety of business models. Furnishing the agreement of the Pfizer Wyeth purchase, once more the opportunity arises for large industry reorganization on a global level. In what way does the drug manufacturing business maintain a competitive edge? I would also like to base our considerations on the illustration of our company's global strategy.



## Japan Pharma Strategy --How to Face Global Strategy--

Chairman,  
Bayer Yakuhiin, Ltd.  
Norikazu Eiki

*Abstract:* While the globalisation of the medical supplies industry accelerates, in Japan, what kind of options are there for growth strategy? With regard to research and development, clinical trials, manufactured product strategies and global strategy, etc, I will discuss those scenarios extensively.



### INTERPHEX JAPAN SPECIAL SESSION 4

#### The Global Standard of Pharmaceutical Quality Assurance



#### How to Facilitate a Quality Assurance System in Japan Based on the Concept of ICH Q Trio

GMP Expert, GMP Audit Div.,  
Office of Compliance and Standards, Pharmaceuticals and Medical Devices Agency,  
Takao Kiyohara

*Abstract:* ICH guidelines for Q8 (Pharmaceutical Development), Q9 (Quality Risk Management) and Q10 (Pharmaceutical Quality System) are being reviewed at Q-IWG to facilitate the implementation. The speech will detail the guidelines, and present the future direction of the efforts to be made in Japan.



#### Global Pharmaceutical Quality Systems based on ICH-Q trio --Global Industry Perspective--

CMC Pharmaceutical Consultant  
Chris Potter

*Abstract:* The presentation will discuss establishment of a global pharmaceutical quality system in compliance with ICH Q10. Challenges that arise from operating this global system will be presented including supplying products manufactured applying quality by design, for example if a product has approval in the west for 'real-time release'.



## Global Pharmaceutical Quality Systems and its Example in the West

Quality Operations Leader, Pfizer Global Manufacturing,  
Patented Products Business Unit, Pfizer Inc.  
John O'Sullivan

*Abstract:* The presentation will describe the key elements of a global pharmaceutical quality system and outline how the quality system at Pfizer, which covers the key stages of the product lifecycle from development to manufacturing, has been developed and implemented.

### PHARMA i JAPAN Special Session 1

#### Drug Discovery Approaches and Scale-ups for Industrial Applications



#### Key Points of Scale-up and Troubleshooting in the Production of API

President,  
Pharma Research Consulting Office  
Mitsunori Hashimoto

*Abstract:* In the rapidly changing economical condition by the financial crisis over the world, even pharmaceutical companies have been struggling for survival. In such severe time, effective development of new drugs is very important and process chemistry takes a key role as part of this flow. How to avoid troubles and troubleshooting in the process of scale-up and make effective production, it is important business to affect the fate of the companies. These troubleshooting methods should be mentioned.



#### Chiral Technologies for Globalizing Drug Development --Daicel's Challenge--

General Manager, Planning & Development, CPI Company,  
Daicel Chemical Industries, Ltd.  
Takeshi Matsumoto

*Abstract:* The Pharmaceutical companies have been accelerating their movement to reduce the term required to commercialize new innovative drugs and to develop more environmental friendly process. Based on the movements, pharmaceutical related companies including service providers has been proposing new technologies and services on a global basis. Today, Daicel's approach relating to chiral technologies will be introduced.

For full information on the seminar, please visit the below website.

<http://www.interphex.jp/ipj/english/conference2009/>

<http://www.bio-expo.jp/bio/english/conference2009/>

## *Press in Japan and Overseas*

Since these events holds an established position as the frontier of the pharmaceutical/bio industry, 361 journalists from Japan and overseas came to cover the exhibitions/conferences for the 3 days. Not only the key publishers and newspapers, but in addition, some key TV stations came to feature a program about the event as well.

Following are some of the press participants.

### **PRESS LIST** (excerpt/in random order)

#### ■ Japanese Media

- JAPAN BROADCASTING (NHK)
- NIPPON TELEVISION NETWORK
- THE NIKKEI SHIMBUN
- THE SANKEI SHIMBUN
- THE ASAHI SHINMBUN
- JJI PRESS
- KYODO PRESS
- FUJI SANKEI BUSINESS I
- NIKKAN KOGYO SHIMBUN
- TOKYO BROADCASTING SYSTEM
- NIKKEI SCIENCE
- WEEKLY TOYO KEIZA
- NHK WORLD
- THE SHOKUJIN KAGAKU SHIMBUN
- THE SEKAI NIPPO
- GAS REVIEW
- THE KUCHO TIMES SHIMBUN

#### ■ Overseas Media

- CHEMICAL & ENGINEERING NEWS
- THE CHEMICAL WORLD
- BIOON
- PBI INTERNATIONAL
- BLOOMBERG NEWS
- SCRIP WORLD PHARMACEUTICAL NEWS
- DOW JONES
- THOMSON REUTERS
- SCIENCE INTERNATIONAL
- MEERGER MARKET
- CHEMICAL WEEKLY
- 
- 
- 

## *Next Show 2010*

INTERPHEX JAPAN, INT'L BIO FORUM & BIO EXPO JAPAN, and PHARMA i JAPAN have all expanded this year from the previous year, regardless of the severe economic situation. This fact indicates how these life science events are indispensable one for the pharmaceutical industries. Another increase is expected again for the next year.

For 2010, the dates of the 3 exhibitions will be held from June 30<sup>th</sup> (Wed) -2<sup>nd</sup> (Fri). Mark your calendar now to visit the Asia's largest pharmaceutical/bio event!

### **For Inquires:**

INTERPHEX JAPAN Show Management  
INT'L BIO FORUM & BIO EXPO JAPAN Show Management  
PHARMA i JAPAN Show Management  
Reed Exhibitions Japan Ltd.

TEL: +81-3-3349-8509 FAX: +81-3-3349-4922 E-mail: [nomurak@reedexpo.co.jp](mailto:nomurak@reedexpo.co.jp)  
WEB: <http://www.interphex.jp/en/> [www.bio-expo.jp/en/](http://www.bio-expo.jp/en/)  
<http://www.pijapan.jp/en/>

Attn: Kayo Nomura (Ms.)