

Asia's LARGEST Pharmaceutical Event

23rd **INTERPHEX JAPAN**
4th **PHARMA JAPAN**
INT'L PHARMACEUTICAL INGREDIENTS JAPAN

1st Int'l Cosmetics R&D and Manufacturing Expo
COSMETICS JAPAN
Ingredients OEM Packaging

9th INTERNATIONAL

**BIO FORUM &
BIO EXPO JAPAN**
ASIA'S LARGEST BIO EVENT

POST SHOW REPORT

June 30 – July 2, 2010
Tokyo Big Sight, Japan

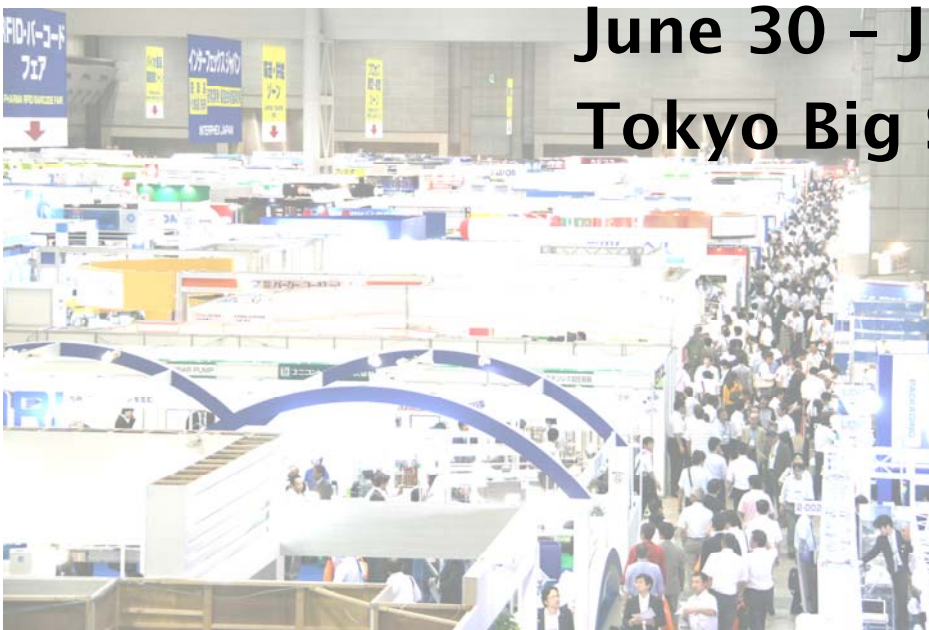


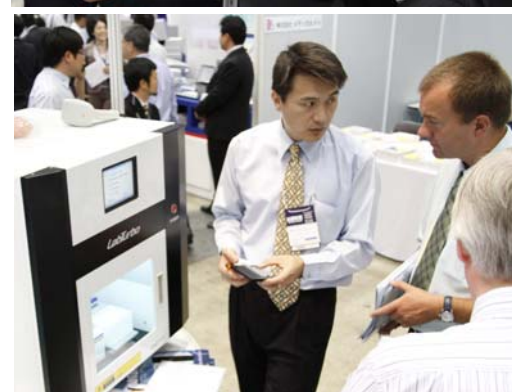
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Asia's Important Pharmaceutical/Biotechnology/Cosmetics Event ending in a Huge Success!

From June 30 (Wed) – July 2 (Fri), Asia's leading exhibitions on pharmaceutical, bio technology, and cosmetics were grandly held at Tokyo Big Sight, Japan. The event consisted of 4 exhibitions as follows; Asia's largest pharmaceutical event, 23rd INTERPHEX JAPAN, a specialised exhibition for pharmaceutical ingredients, PHARMA JAPAN, Asia's largest bio event, 9th INT'L BIO FORUM & BIO EXPO JAPAN, and a newly-launched exhibition on cosmetics R&D and manufacturing, COSMETICS JAPAN. Organised by Reed Exhibitions Japan, the shows ended in a huge success. This year, record number of 1,564 exhibitors presented their latest products and technologies to 66,750 industry professionals throughout the show period.

EXHIBITION OUTLINE	
Exhibition	23 rd INTERPHEX JAPAN 4 th PHARMA JAPAN 9 th INT'L BIO FORUM & BIO EXPO JAPAN 1 st COSMETICS JAPAN
Dates	June 30 [Wed] – July 2 [Fri], 2010
Open Hours	10:00-18:00 (10:00-17:00 on July 2)
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.



Show Highlight

23rd INTERPHEX JAPAN

4th PHARMA JAPAN

INTERPHEX JAPAN, featuring pharmaceutical, cosmetic, detergent R&D, and manufacturing technology, and PHARMA JAPAN, specialised in pharmaceutical ingredients, offers opportunities to discover whole process of pharmaceutical production.

Special Zones and Fairs

Pharma Sourcing

Pharma IT Solutions

Pharma Pack

Logistics

Sterilizing Equipment & Clean Room Zone

Energy-saving Solution/Facility Fair

Factory Facility & Equipment Zone

Process Inspection/Testing Equipment Zone

Plant Engineering Zone

3PL/Logistics Contract Service Fair

Pharma Packaging/Container Fair

Supplies/Transfer Zone

Materials Process Zone

Bioprocess/Biopharma Manufacturing Technology Zone

Laboratory Measurement Analysis Equipment Zone

Label/Labeling Fair

RFID/Barcode Fair

Water Production/Control Zone

Highlights: Materials Process, Logistics, and Pharma Pack

Materials Process Zone, specialising in equipments and machines, attracted special attention, as the Japan's top three companies of material process, Mizuho Industrial, Primix, and M technique exhibited this year. In addition, Korea's No. 1 company, Woowon Machinery exhibited as well, making this area an indispensable place to look for the latest trends and new technologies. Pharma Pack was also an attention getter, as Mutual, the largest company in the industry exhibited for its first time in the last 10 years. In addition, various new companies from different industries crossed into this area. For example, Kyodo Printing, originally specialising in publishing prints began its business as ethical drug package insert. Inside Pharma Pack, Kansai International Airport exhibited as the only one company in specializing pharmaceutical logistics as an airport company.



INT'L BIO FORUM & BIO EXPO JAPAN

INT'L BIO FORUM & BIO EXPO JAPAN stands as Asia's largest Bio Event, where all kinds of lab devices including life science research supporting equipment/technologies gather.

Special Zones, Areas, and Fairs

- | | |
|--------------------------------|--|
| Drug Discovery Area | IP Development Zone |
| Language Support Zone | Bioinformatics/Data-Management Zone |
| Proteome Area | Cell Area |
| DNA/RNA Area | Fine Processing/Prototype Manufacturing Zone |
| Biochip Zone | Bio-imaging Zone |
| Genetics Testing & Diagnostics | |

Highlights: Partnering

As merger and acquisition speed up in the bio technology industry, one of the indispensable key word is "partnering event". This year, below companies became sponsors for this event, generating a constant crowd at partnering meeting rooms along with the sponsor meeting rooms. Numerous meetings were held privately in search for development for new medicines. Under such circumstances, the world's largest pharmaceutical company, Pfizer exhibited for the first time along with the second largest Banyu Pharmaceutical/Merck, evolving this event as Asia's hub for bio technology.

Pharma companies supporting INT'L BIO FORUM & BIO EXPO JAPAN 2010 as Sponsors:



COSMETICS JAPAN

COSMETICS JAPAN is a newly-launched exhibition taking its place as Asia's most important international event for cosmetics, gathering products/services for cosmetic R&D and manufacturing.

Special Zones

Container/Packaging Zone
 Ingredients/Additives Zone

Measurement/Analysis Zone
 OEM/ODM Zone

Highlights of Exhibitors

COSMETICS JAPAN, a long-been awaited exhibition offering total solutions for cosmetics manufacturing, was newly launched this year. Various large companies exhibited, such as top container company Glasel along with second largest company Hata. In addition, top companies from OEM/ODM exhibited as well, such as Toremy, Celless, and Bloom Classic. Due to the support of the expanding market in this industry, COSMETICS JAPAN stood out also in terms of new entrants from outside cosmetics companies exhibiting. Such companies includes Melodian, famous for its coffee milk, Pentel, one of the leading companies in writing material, along with Shokozan Mining, San-ai Oil and more. COSMETICS JAPAN surely became as an indispensable exhibition from the first time round.



Conference/Seminar

On of the other events attracting attention every year is the conference held concurrently with exhibition. This year, top leaders from Japan and overseas came to deliver speeches within the 3 days, gathering a record number of 11,855 attendees to catch up on the latest trends and the cutting-edge technologies as well as the companies' strategies.



KEYNOTE SESSION

IPJ-1	Keynote Session	Growth Strategy of TOP Pharmaceutical Companies	Bilingual (English / Japanese)
		June 30 [Wed] 10:30-12:30	
<p>The Growth Potential of Japanese Mid-sized Pharmaceutical Companies —The 3rd Mid-term Business Plan of Shionogi—</p>		<p>Growth Strategy of Boehringer Ingelheim: Global and Japan —R&D, Partnering and Contract Manufacturing—</p>	
 <p>Isao Teshirogi President and Representative Director, Shionogi & Co., Ltd.</p>		 <p>Thomas Heil Country Managing Director, Boehringer Ingelheim Japan (Representative Director, Chairman and President, Nippon Boehringer Ingelheim Co., Ltd./ Representing Director, Chairman, SSP Co., Ltd./ Representative Director, Chairman, Boehringer Ingelheim Vetmedica Japan Co.,Ltd.)</p>	

BIO EXPO
Keynote Session

Launch an Innovation!
The Future of the Biotech Industry and Prospects of Personalised Medicine

Bilingual (English / Japanese)

June 30 [Wed] 13:30-15:50



Session Chair : Ken-ichi Arai
Professor Emeritus, The University of Tokyo/President and CEO,
SBI Biotech Co., Ltd./ Founding President, Asia-Pacific IMBN

Delivering High-impact Medicines that Transform Patients' Lives



Steve Yang
Vice President, Head of R&D, Asia,
Pfizer Worldwide Research and Development

Using Dendritic Cell Biology to Design New Vaccines for Infections and Other Diseases



Ralph M. Steinman
Henry G. Kunkel Professor and Senior
Physician, Lab. of Cellular Physiology and
Immunology,
The Rockefeller University

Biotech 2010 Life Sciences: Adapting for Success



G. Steven Burrill
Chief Executive Officer,
Burrill & Company

COSMETICS JAPAN
Keynote Session

Time for the Change in the Cosmetics Industry!
—How can the future be opened up in the Japan cosmetics industry?—

Japanese Only

July 2 [Fri] 13:30-15:00

The Present and Future Prospect of Cosmetics R&D



Reiji Kobayashi
Director,
KOSE Corp.

Present Situation and Future Prospects of Guidelines for Evaluation of Cosmetic Functions and Functional Cosmetics



Makoto Kawashima
Professor and Chairman, Dept. of Dermatology,
Tokyo Women's Medical University,
School of Medicine/
President,
Japanese Cosmetic Science Society

TECHNICAL CONFERENCE

IPJ-4

Current Status and Future Prospects of Asian Pharmaceutical Industry
—Focusing on the Emerging China and India Market—

Bilingual (English / Japanese)

July 1 [Thur] 15:00-18:00

The Indian Pharmaceutical Industry
—Past-Present and Future—



Hisamaro Garugu
Chairman & COO,
NuLink Co. Ltd., Japan

The Outline and Strategy of Eisai New Factory in India



Hidenobu Ando
Corporate Adviser,
Former Vice President,
General Manager,
Demand Chain
Headquarters,
Eisai Co., Ltd.

Chinese Pharmaceutical Industry and Japanese Company's Joining into China



Shuji Morimoto
President,
Morimoto-Pharma Co.,
Ltd. / Morimoto (Tianjin)
International Trade Co.,
Ltd.

SPECIAL SESSION

Special Session

Commercialization of ES/ iPS Cell Technologies - Global View and Prospect

Bilingual (English / Japanese)

July 1 [Thur] 10:30-12:00



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

Commercialization of ES/ iPSC Technologies – A Global Snapshot –



Joydeep Goswami
Vice President, General Manager, Primary & Stem Cell Systems,
Life Technologies Corp.

Dawn of New Biotechnology Industry Using ES/iPS Cells



Chikafumi Yokoyama
Chief Executive Officer,
ReproCELL, Inc.

PI-S1 Special Session

Case Studies of Process Development Strategies

FREE

July 1 [Thur] 13:00-14:30

Process Chemistry Research and Development in Mitsubishi Tanabe Pharma Corporation



Masahiro Ohshima
General Manager,
CMC Quality Assurance Dept., CMC Research Center,
Mitsubishi Tanabe Pharma Corp.



Yoshiyuki Masui
Shionogi & Co., Ltd.



General Statistics

NUMBER OF EXHIBITORS

OVERALL: 1,546

23d INTERPHEX JAPAN/4th PHARMA JAPAN: 789

9th INT'L BIO FORUM & BIO EXPO JAPAN: 632

1st COSMETICS JAPAN: 125

NUMBER OF VISITORS

	June 30 (Wed)	July 1 (Thurs)	July 2 (Fri)	3 Days Total
On-Site Registrants	12,548	16,018	17,618	46,184
VIP Registrants	4,042	2,303	1,887	8,232
Seminar Attendees/Speakers	4,049	4,712	3,094	11,855
Members of the Press	146	91	86	323
Special Guests	114	36	6	156
TOTAL VISITORS	20,899	23,160	22,691	66,750

Full details of visitor figures can also be obtained from >>>

http://www.interphex.jp/english/images/doc/IPI10_TAC.pdf

Next Show 2011

Ending in a huge success, anticipation for next year's show is already building up. Numerous exhibitors have already signed up to exhibit for next year during the show period, along with new companies. As a result, exhibit space for 2011 is filling up in a rapid speed, and is expected to be sold out soon. Show Management recommends to those interested in exhibiting to contact Show Management as soon as possible in order to secure space now.

For any other inquiries, please feel free to contact us.

We are looking forward to seeing you at the show in 2011.

Contact Us: Show Management

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