

21st INTERPHEX JAPAN
 7th INT'L BIO FORUM & BIO EXPO JAPAN
 2nd INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE



Post-Show Report 2008

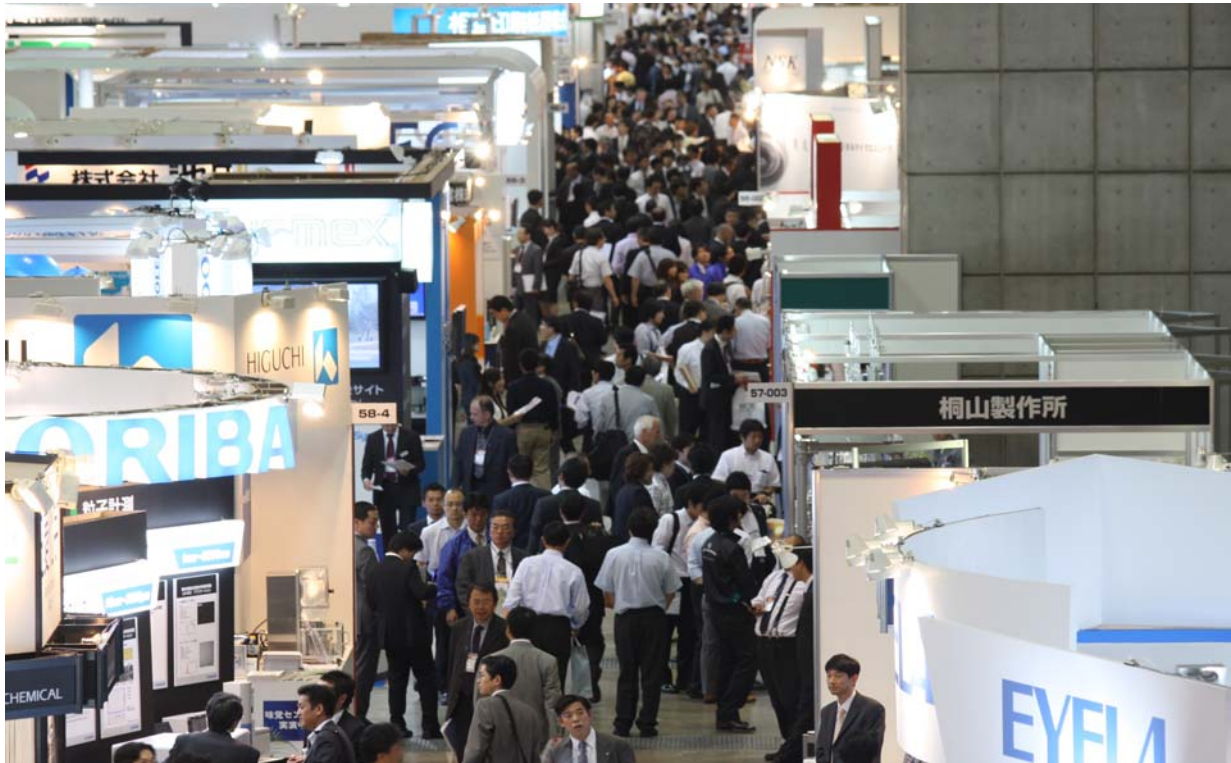


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July 15th, 2008

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Exhibition Outline 2008



Dates: **July 2** [Wed] - **4** [Fri], 2008

10:00-18:00 (10:00-17:00 on July 4th)

Venue: **Tokyo Big Sight, Japan**

Organised by: **Reed Exhibitions Japan Ltd.**

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

On July 2 (Wed) - 4 (Fri), Asia's largest show in the Pharmaceutical/Biotechnology industry, 21st INTERPHEX JAPAN, 7th INT'L BIO FORUM & BIO EXPO JAPAN, and 2nd INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE was grandly held with the record number of **1334** exhibitors and **55,202** 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, bio, 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.

21st INTERPHEX JAPAN

INTERPHEX JAPAN is an international exhibition and conference for pharmaceutical, cosmetic and detergent R&D and manufacturing technology. The exhibition consists of various zones as the following; Sterilizing Equipment & Clean Room Zone, Plant Engineering Zone, Supplies/Transfer Zones, Materials Process Zone, Process Inspection/Testing Equipment Zone, and Laboratory Measurement/Analysis Equipment Zone.

In 2008, Factory Facility & Equipment Zone and Bioprocess/Biopharma Manufacturing Technology Zone were newly established inside INTERPHEX JAPAN, along with Pharma RFID/Barcode Fair, Pharma & Cosmetic Packaging/ Container Fair which was held within Pharma Pack 2008.

Some of the particularly attention getter for this year are as below;

■ **RFID/Barcode Fair** **NEW!**

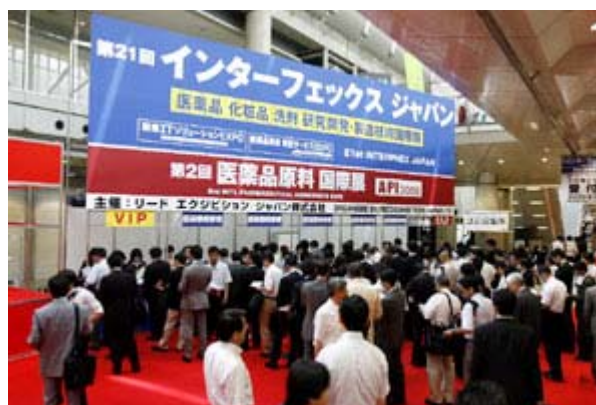
RFID/Barcode Fair was newly launched inside Pharma Pack 2008, due to the high demand of RFID (Radio Frequency Identification), which is a system for controlling products. One of the leading printing companies, Dai Nippon Printing Co., Ltd. introduced a product specialised for pharmaceutical industry market.

■ Pharma IT Solutions Expo

This expo gathers all IT solutions specialised for pharmaceutical industries. Companies gathers products concerning IT solutions, such as mobile and new services for medical representatives. Companies such as Nomura Research Institute Ltd., Matsushita Electric Works Information Systems Co., Ltd, and TIS INC. gathered in this area.

■ Pharma Sourcing

This area is the largest event in Japan specialised in outsourcing of pharmaceutical manufacturing. Large companies such as Nipro Corp., Fujiyakuhin Co., Ltd Toyama Plant, and Taiyo Pharmaceutical Industry Co., Ltd. gathered in this area. From the overseas, companies such as Patheon Inc., a company based in Canada, also exhibited here.



7th INT'L BIO FORUM & BIO EXPO JAPAN

Welcoming its 7th year, INT'L BIO FORUM & BIO EXPO JAPAN holds an established position as the Asia's largest bio event. With the newly launched Genetic Testing & Diagnostics 2008, which is the one and only exhibition specialised in genetic testing and diagnostics in Japan, the show attracted specialists and professionals from home and abroad more than ever.

INT'L BIO FORUM & BIO EXPO JAPAN consisted not only of specific zone layout, in addition, BIO VENTURE FORUM, ACADEMIC FORUM, and PHARMA PARTNERING were held concurrently within the exhibition. Overall, this show is not only about business meetings to discuss about purchasing and selling the products, but also an indispensable place to announce the researchers/professionals' latest achievement, alliance/partnering for pharmaceutical companies and ventures, and for networking.

The following as in below are some of the zones and forums which especially attracted attention.

■ Bio-Imaging Zone

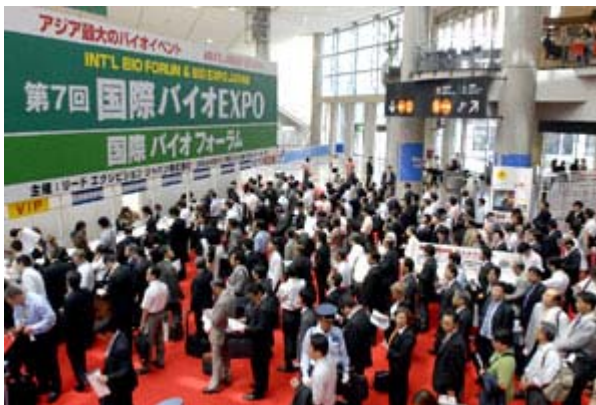
This area, consisting of companies dealing with microscopes, cameras, image processing systems/software, and microscope peripheral equipments, especially attracted attention. Companies such as Olympus Corp. brought in new products including a system for live cell images in incubator, which allows you to check and analyze the cell image.

■ Genetic Testing & Diagnostics 2008 **NEW!**

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. Under these circumstances, Genetic Testing & Diagnostics 2008 was newly launched this year as the Japan's one and only event. 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.

■ PHARMA PARTNERING

Due to the high demand of the alliance/partnering of the pharmaceutical companies, venture companies, and venture capitals, first year of partnering forum was held concurrently within BIO EXPO JAPAN. Some of the leading companies, such as Eli Lilly and Company and Merck & Co., Inc., Whitehouse Station, N.J., U.S.A./Banyu Pharmaceutical Co., Ltd. delivered presentations to visitors interested in alliance/partnering. Various meetings were held where pharmaceutical companies and visitors discussed the possibilities of partnering.



2nd INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE (API 2008)

Since its launch of INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE, which specializes in pharmaceutical/cosmetic ingredients and APIs, the other two exhibitions' value went up, because the emergence of API 2008 made it reality to cover the whole process of making the medicine.

This year, the size expanded dramatically, with more international companies from abroad joining the exhibition. Below is the background of the growing demand of API and the highlights of the exhibitors.

■ Growing Demand of API 2008

Due to the amendment of Pharmaceutical Law that are in enforcement next April, pharmaceutical chemists will no longer need to sell drugs, instead second-class drug dealers will take place. From this change, places such as convenience stores, drug stores, and super markets will be 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, API 2008 is actively in application, with visitors in search of suppliers and for serious business meetings held within the exhibition area.

■ Highlights of the Exhibitors

A great deal of new companies exhibited this year for the first time, such as Roche Diagnostics K.K, Nippon-Soda Co., Ltd, Asahi Kasei Fibers Corporation, Fuso Chemical Co., Ltd, Yamaha Motor Co., Ltd. and more.

In addition, many companies brought in new products, which are striking since new products in the pharmaceutical industry companies do not appear so often. This proves the market is in high demands for the suppliers; hence the exhibition will be in greater needs in the coming future.



Conferences/Seminars

One of the other event attracting attentions every year 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 **9,960** attendees gathering to catch up on the latest trends, and the cutting-edge technologies and companies' strategies. Some of the seminars are as below.

IPJ KEYNOTE SESSION

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



- Challenges Associated with Globalization of a Japanese Pharma Company
-Globalization of the Value Chain Functions-

President & CEO, Daiichi Sankyo Co., Ltd.
Mr. Takashi Shoda

Abstract: Pharmaceutical corporations engaging in drug-discovery need strategic management and strengthening of global value chain from R&D through sales for successful global management. The speaker will offer real life examples of his company and discuss topics such as the pharmaceutical process technology that bridges R&D and manufacturing.



- Business Expansion Strategy of NOVARTIS in Japan and the World Market

President & CEO, Novartis Pharma K.K.
Mr. Hiroyuki Mitani

Abstract: Pharmaceutical companies are asked for a drastic strategic shift in response to the rapid change in the global pharmaceutical industry. While the Japanese ethical drug market is experiencing drug price revisions and diffusion of generics, the managements are now facing a decision about their future strategies for business expansion. The speech will outlook the current world and Japan market, and present a global strategy of Novartis Pharma.

IT SPECIAL SESSION

IT Strategies for Surviving Fierce Competitions in the Pharmaceutical Industry



■ Building Agile IT

Vice President, Business Technology-Japan, Pfizer Japan Inc.
Mr. Sirsij Peshin

Abstract: With the sunset of blockbuster era dawning upon us, the pharmaceutical industry is currently undergoing unprecedented changes. Organizations continue their quest for new breakthrough therapies and other revenue generating opportunities, while right-sizing their operations at the same time. As a key enabler of such industry phenomenon, there is a need for unprecedented agility in IT. Pharma IT organizations reserve special attention towards sales and searching for new ways to enable sales force productivity.



■ Banyu IT Strategy and the role of the CIO

Senior Director, CIO, Banyu Pharmaceutical Co., Ltd.
Dr. Peter Aiello

Abstract: The Banyu IT strategy as part of a global pharmaceutical company is key to meet the challenges of the industry in Japan. The high level strategy will be explained and show how IT is helping to meet scientific and business objectives. In addition, the role of the CIO continues to evolve and the key skills and competencies reviewed.



■ Current State and the Future of IT strategy of Toyama Chemical

General Manager, Information Systems Dept., Toyama Chemical Co., Ltd.
Mr. Hajime Hosoi

Abstract: For medium-size pharmaceutical companies, it is critical to optimize the IT system within their limited resources. The speaker will introduce an example at Toyama Chemical, in which the IT strategy aids its new R&D-based growth model, which is a viable option in the rapidly changing pharmaceutical industry.

BIO KEYNOTE SESSION

The Emerging Era of Genomic/Cell Medication and Innovative Pharmaceutical Development -Convergence and Co-development of the US, Europe and Asia-



■ Systems Science will Transform Both Biology and Medicine

President, Institute for Systems Biology,
Dr. Leroy Hood

Abstract: A systems approach to biology and disease is transforming how we understand the deep mechanism of biology and medicine. These systems approaches coupled with emerging measurement and visualization technologies and new computational and mathematical tools will propel medicine from its current reactive state to one that is predictive, personalized, preventive and participatory.



■ Perspectives of Personalized Medicine

President, Baylor Research Institute
Dr. Michael Ramsay

Abstract: In the next 10 years, the practice of medicine will change more than it has in the last 50 years. Outstanding biomedical discoveries resulting from the study of the immune system and the mapping of the human genome together with advances in information technology are converging to create the vision of personalized health care. Enhanced screening and profiling technology will allow individuals to make choices about their health management with insight into quality and safety.



■ Investing in Innovation: Biocon's Focus on Novel Biopharmaceuticals

Chief Operating Officer, Biocon Ltd.
Dr. Arun Chandavarkar

Abstract: Biocon entered the bio-pharmaceutical space in 1999 with microbial fermentation derived generic APIs. It soon expanded its capabilities to large volume recombinant proteins like human insulin. Biocon has partnered with many early stage discovery companies to develop novel biological products in diabetes, oncology and immunology. This differentiated approach attempts to leverage the scientific and engineering talent base in India to develop best-in-class products for global markets while minimizing the financial strain on the healthcare delivery system.



■ The Challenges of Leadership in the Cycle of Innovation and Competition

Advisor to the Board of Directors (Former President & CEO),
Teva Pharmaceutical industries Ltd./Chairman, Given Imaging, Ltd

Abstract: Has the pharmaceutical industry begun to fall short on its promise to improve quality of life and make drugs more widely accessible? What role does generics play in the cycle of innovation and competition?

SPECIAL SESSION 2

IPS Cell Research and Application Frontlines



■ Perspective of iPS Cells

Director, Center for iPS cell Research and Application, Professor,
Institute for Frontier Medical Sciences, Kyoto University
Dr. Shinya Yamanaka

Abstract: A team at Kyoto University has succeeded in culturing iPS (induced pluripotent stem) cells that possess ES (embryo-stem) equivalent capability by inducing a few DNAs to adult human skin fibroblasts. The ability to produce iPS cells from a patient him/herself would be a valuable method in drug discovery and cellular transplantation therapy.



■ Application of Human iPS Cell Technology in Drug Discovery

Chief Scientific Officer, iZumi Bio, Inc.
(Former Operating Officer, Head of Research Center, Mayer Yakuin & Head of Therapeutic Research Group Regenerative Medicine, Global Drug Discovery, Bayer Schering Pharma)
Dr. Kazuhiro Sakurada

Abstract: The human iPS (induced pluripotent stem) cell technology has potential applications at the various stages of drug discovery process, such as 1) the formulation of new therapy concepts, 2) pharmacologically-based drug selection methodologies, and 3) the creation of clinical protocols. The lecture will focus on the technological applications of iPS cells to drug discovery.

API Special Session

Now and Future of Process Development

-Key Technologies Underlying Pharmaceutical Development-



■ Innovation Leaders who Connect up Drug Discovery with Drug Production
-Science for Actualization into Business & Process Chemistry for Medicine Production-

Senior Advisor, Discovery & Development Research Headquarters of Japan,
Eisai Co., Ltd, Mr. Shigeru Soda

Abstract: The pharmaceutical industry holds growth potential as a core industry in many countries because it contributes to the health and welfare of the humanity. Pharmaceutical process chemistry, positioned between drug discovery and production, is a “business actualization” science, where potential drug compounds are translated into pharmaceutical products. In this lecture, the challenges and possibilities in pharmaceutical process chemistry will be illustrated as the “hub technology” that links drug discovery and production.



■ Hopes for API Manufacturer from the Generics' Viewpoints

Director, Drug Development Labs., OHARA Pharmaceutical Co., Ltd.
Dr. Koji Kagara

Abstract: With the national policy incentive, the generic industry has moved closer to the center stage of the pharmaceutical industry. A majority of generic companies used to outsource bulk drug from bulk manufacturers. However, since the revision of the Pharmaceutical Law, generic manufacturers have been obligated to meet additional requirements. The speaker will talk about his expectations toward bulk drug manufacturers from his perspective as a generic drug manufacturer.

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

<http://www.interphex.jp/ipj/english/conference2008/>

<http://www.bio-expo.jp/bio/english/conference2008/>

Press in Japan and Overseas

Since these events holds an established position as the frontier of the pharmaceutical/bio industry, **334** 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.

■ <u>Japanese Media</u>	■ <u>Overseas Media</u>
NHK	BLOOMBERG
NIPPON TV	REUTERS
NIKKEI NEWSPAPER	BIOON
SANKEI NEWSPAPER	DOW JONES
ASAHI NEWSPAPER	AP PRESS
JJI PRESS	INFORMA HEALTHCARE
KYODO PRESS	
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Next Show 2009

INTERPHEX JAPAN, INT'L BIO FORUM & BIO EXPO JAPAN, and INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE have all expanded this year from the previous year. Due to the great success of this year, another increase is expected again for the next year.

For 2009, the dates of the 3 exhibitions will be held from July 1st (Wed) - 3rd (Fri). Mark your calendar now to visit the Asia's largest pharmaceutical/bio event.

For Inquires:

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