

BRIEF REPORT  
22<sup>ND</sup> APRIL 2015

**Inaugural Session**

14<sup>th</sup> edition of CPhI-Japan was inaugurated in a grand style as all the key representatives partner associations of UBM were called on the stage for a formal ribbon cutting ceremony.

As one of the key partner of UBM, India was represented by Deputy Chief of Mission (DCM), Embassy of India in Tokyo. Recognizing India as a major partner country, UBM made an exception to the normal practice wherein inaugural ceremony happens only after the address of their Japan operation head and requested Mr Amit Kumar, Deputy Chief of Mission to address the gathering.

The DCM mentioned that this was one of the most important occasions for India pharma sector making its presence felt to the most challenging market and positioning it as responsible healthcare in terms of affordability, credibility and sustainability. In 2012, the positioning of India's pharma sector was as Pharmacy of the world. This was raised to another level where the commitment to quality was re-emphasized by DCM in his address.

After the inauguration of CPhI-Japan, DCM visited India Pavilion and the Indian exhibitors. Some of them were first time exhibitors. In totality there are 42 exhibitors from India in the exhibition. Dr Reddy's, Hetero, Jubilant, Shashun and many others are outside India Pavilion.

**India-Japan Pharma Summit:**

This was one of the most important highlight of the day for Indian Pharma. About 280 registered visitors attended the Seminar. This was considered to be the best attended programme of UBM so far in CPhI anywhere in the world. This also highlights the fact that there is certainly growing interest about Indian pharma.

The two hour seminar focused on understanding the Indian pharma sector and its competence and how it can play an important role in Japanese demand of generics which is now 30% of total pharma requirements and poised to become 60% due to govt policy.

Presentations were made by Ministry of Health and Labour Welfare and PMDA which focused on Regulatory requirements and some of the changes made recently in the regulations.

Dr Gurpreet Sandhu presented a detailed account of India's pharma strength vis-à-vis Japan's need. Further, he mentioned about the roadmap and the areas where in collaborative efforts could be made to explore various business opportunities. The areas would be CRAMS, APIs and dosage forms. The most important compliance would be indeed conformity to standard in Japan.

DCM in his welcome remarks talked about the recent enhanced interaction between both the governments which is being seen very conducive to facilitate the growing interest among business people to explore opportunities. Pharma sector, surely being the one poised with lots of promise.

Mr Piyush Srivastava, Director, Ministry of Commerce and Industry, Government of India, highlighted the fact that over 55% of India's pharma export are to highly regulated market which is testimony to the quality standards. He emphasised the fact that the Ministry of Commerce is spearheading the enforcement of quality standards by engaging with Regulatory bodies and the other Ministries concerned. He mentioned that Japanese investors could participate in Make in India initiative through investment in Contract Manufacturing, joint ventures and R&D.

Panel discussion was one of the most important parts of the Seminar. The panelists comprised of the followings:

- Mr Mastoshi, Morisue, Director, PMDA
- Ms. Sayoko Sasaki, Corporate officer, VP, Corporate Affairs, EISAI Co Ltd
- Dr. Masafumi Yamagishi, Deputy Divisional Manager, CMC Division, Mitsubishi Tanabe Pharma Corporation
- Mr Makoto Shigemitsu, General Manager, Meiji Seika Pharma co Ltd
- Dr Vijay Kaiwar, VP-Head Business Development-CRAMS, Auro Source(A division of Aurobindo Pharma Ltd)

They discussed about the opportunities which Indian companies may have in Japan. Infact all of them spoke about the quality of the product to be the prime requirement in any business opportunities. This adherence to quality needs to be complemented by sustainable supply. The discussion was moderated by Dr Gurpreet Sandhu.

AT the conclusion of the seminar Mr Piyush Srivastava gave the certificates of Appreciation and Recognition to the following companies selected by Pharmexcil:

- Eisai Co Ltd: Investment in India
- Meiji Seika Pharma Co Ltd: Contract Manufacturing
- Mitsubishi Tanabe: Contract Manufacturing
- Shionogi & Co Ltd: Contract Manufacturing

The vote of thanks was proposed by Mr Ito, DG OPMA.

### **Evening Reception:**

The evening reception was sponsored by Pharmexcil. UBM acknowledged Pharmexcil and Ministry of Commerce, Govt of India. All exhibitors of CPhI and invited visitors had gathered for the evening,

The toast for the evening was raised by DCM along with Christopher Eve- UBM, Mr Piyush Srivastava, Director Department of Commerce, Govt of India, Dr. Gurpreet Sandhu and Mr. Abhay and others.

Brand India Pharma film in Japanese language was played on large screen. Indian classical instrumental music were also played. Indian Classical Dance was also performed by local Indian artists. The evening was a truly India evening and was very well attended. Everyone mentioned about India arriving on the scene.