

# **Brand India Pharma: Deepening engagement with Japan**

- **Strong India participation at CPhI Japan and India–Japan Pharma Summit**
- **5th India-Japan Pharmaceutical Seminar/Business Matching in Osaka**

Being the second largest pharmaceutical market with one of the largest per capita spending on medicines in the world (US\$ 886 in 2013), Japan has been a focus market for the Indian pharmaceuticals industry. With a view to emerge as the most reliable partner providing highly quality affordable generics, Brand India Pharma is deepening its engagement with the Japanese market.

Pharmaceutical Export Promotion Council of India (Pharmexcil) is leading a powerful delegation to Japan under the aegis of the Department of Commerce and has organised a host of initiatives on the sidelines of CPhI Japan. Starting with 5th India-Japan Pharmaceutical Seminar/Business Matching in Osaka on April 20, 2015, Brand India Pharma will be strongly present at CPhI Japan, scheduled to be held from April 22-24, 2015 at the Big Sight Exhibition Centre in Tokyo, Japan. In total, 18 Indian pharmaceutical companies are participating at CPhI Japan as part of the Pharmexcil delegation including names like Suven Life Sciences, IndSwift Labs, Jubilant Life Sciences, Laurus Labs, Aurobindo Pharma, Vimta Labs and Simpex Pharma.

The seminar and B2B meetings in Osaka have been organised in association with Osaka Prefectural Government, Osaka Industrial Promotion Organization, Indian Drug Manufacturers Association (IDMA) and Osaka Pharmaceutical Manufacturers Association (OPMA). Besides the strong participation at CPhI Japan, Pharmexcil will also organise a seminar titled India-Japan Pharma Summit on April 22, 2015 in Tokyo on the sidelines of the Exhibition. With a special focus on the ‘Make in India’ programme of the Government of India, the Seminar has already received over 400 registrations by Japanese companies so far. The Seminar has been organised with support from the Osaka Pharmaceutical Manufacturers Association (OPMA).

“Japan is one of the most important markets for Pharmexcil. We are working with a three-pronged approach in Japan – to boost API exports from India, promote generics from India and position India as a contract manufacturing destination under direct supervision from Japanese companies,” said Dr P V Appaji, Director General, Pharmexcil.

With the total Japanese pharmaceutical market valued at US\$ 112.6 billion in 2013, the generic drug sector accounted for 11 per cent at US\$ 12.3 billion. The underdeveloped generic drug

sector is set to play a greater role in the Japanese pharmaceutical market due to government focus on increasing the use of generics and expiry of a number of blockbuster drug patents. India's pharmaceutical exports to Japan stood at Rs 1057.71 crore (US\$ 169 million), in 2013-14 registering a growth of 8.5 per cent over 2012-13.

Pharmexcil and India Brand Equity Foundation (IBEF) with the support of the Department of Commerce have already worked on a series of initiatives in Japan to expand the presence of Indian pharma industry. The Brand India Pharma campaign was launched at the opening ceremony of CPhI Japan in 2012. Since the launch, IBEF and Pharmexcil have engaged with all the stakeholders including Japanese media, regulators and associations for a deeper engagement with the Japanese pharma sector. The latest initiatives are expected to further deepen the India-Japan engagement in the pharmaceuticals sector.