

Pharmexcil organises series of initiatives during CPhI Japan

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The Indian pharmaceutical industry recently made a strong impact in Japan. Participating under the Brand India Pharma campaign from the Government of India, Pharmaceutical Export Promotion Council of India (Pharmexcil) led a powerful delegation to Japan and organised a series of initiatives on the sidelines of CPhI Japan.

Starting with 5th India-Japan Pharmaceutical Seminar/Business Matching in Osaka recently, Brand India Pharma was strongly represented by Indian pharma companies at various platforms. Suven Life Sciences, IndSwift Labs, Jubilant Life Sciences, Laurus Labs, Aurobindo Pharma, Vimta Labs and Simpex Pharma participated under the Brand India Pharma campaign.

The seminar and B2B meetings in Osaka were organised in association with Osaka Prefectural Government, Osaka Industrial Promotion Organization, Indian Drug Manufacturers Association (IDMA) and Osaka Pharmaceutical Manufacturers Association (OPMA).

Brand India Pharma also made an impacting presence at CPhI Japan which was held from April 22-24, 2015. CPhI Japan was inaugurated at the Big Sight Exhibition Centre in Tokyo, Japan. Amit Kumar, Deputy Chief of Mission, Embassy of India in Japan, co-inaugurated the event. In total, close to 42 companies participated from India at CPhI Japan. The India-Japan Pharma Summit organised on the sidelines of CPhI Japan in Tokyo attracted strong participation from the Japanese pharma industry.

With about 280 registered visitors and panelists from the Department of Commerce, Government of India, Pharmexcil, Ministry of Health, Labour & Welfare, Government of Japan, Reva Pharmachem, Aurobindo Pharma, Mitsubishi Tanabe Pharma Corporation, PMDA, Meiji Seika Pharma, Eisai, Mitsubishi Tanabe Pharma Corporation and Meiji Seika Pharma, the India-Japan Pharma Summit was a successful forum.

Pharmexcil awarded Japanese companies like Eisai, Meiji Seika Pharma, Mitsubishi Tanabe, Shionogi & Co for the efforts in the Indian pharma industry. As part of the planned activities, Pharmexcil partnered with UBM, the organiser of CPhI Japan, for the CPhI Japan 2015 reception.

“Japan is one of the most important markets for the Indian pharma industry. 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 PV Appaji**, Director General, Pharmexcil.

