
Start.Smart.Global – Japan Workshop/ Peer-learning at Bio^M, Martinsried/Munich, 11-12 September 2019

[Start.Smart.Global](#) is an EIT Health training course for European SMEs to optimize their entry to the Japanese and Korean life science markets. The project is coordinated by Bio^M in cooperation with Medicen Paris Region. Within the framework of this project, a workshop takes place at Bio^M in Martinsried, in which 10 selected European life science SMEs (see [project website](#)) will be trained to develop their individual market entry strategy for Japan.

We are very happy to open a part of this workshop to guests from the Munich Biotech Cluster. As the number of available places is limited, please send your request for a binding registration by e-mail to Anja Weber: weber@bio-m.org.

Agenda overview, for a detailed agenda see the following pages:

Wednesday, Sep 11		Thursday, Sep 12	
8:30	Registration	7:30	Registration
9:00	Sales pitches for Japan (8-min) by Start.Smart.Global SMEs, plenum feedback	8:00	Session III: Health Sector Japan: Industry, Science, Public Authorities & Regulatory Environment Presentations by experts, Q&A
11:00	Session I: Business environment in Life Sciences Experts, SMEs & panel discuss business environment and culture differences important for a successful market entry in Japan in the health sector	10:00	Coffee break
		10:20	Session IV: IPR and Contract Law Presentations by experts, Q&A
13:30	Networking lunch	11:30	Networking lunch
14:30	Session II: Market Access Japan Peers, SMEs & panel share experiences on market entry		

Wednesday, Sep 11, morning, Session I

8:30 Registration

09:00	8-min Sales Pitches for Japan by the 10 SMEs*	Feedback from experts and guests	
11:00	Panel Discussion	Experts	Outcome
I. Business Environment in Life Sciences	<ul style="list-style-type: none"> • Status in Competitive Race US/Europe, Abenomics, Macroeconomics / Politics ↔ Industry • Cooperation Structures, Culture & Decision Making in Japanese Companies / Risk Aversion • Reception of Foreigners – Japan company first? Trust • Different strategies for SMEs & Start-ups / Sectors • Approach to new technologies / Collaboration in joint developments • Research Environment / Relation to Industry • Partnerships / Alliances • Expectation Management / Timelines • Contract negotiation differences • Competitors Talking / “Club” Memberships / Networks • Marketing strategy for Japan 	<p><i>Moderator:</i> Prof. Horst Domdey, CEO, BioM</p> <p><i>Panel:</i></p> <ul style="list-style-type: none"> • Peter Cichon, Bayer Pharmaceuticals • Dr. Philipp Hoffmann, Head of Business Development & Licensing, Daiichi Sankyo Europe • Dieter Lingelbach, COO, Executive Director, Sirion Biotech • Dr. Stephane Vandenabeele, CEO, CD80 Consulting • Dr. Rolf Vogd, CFO, Sysmex Corporation 	Understanding of differences to ‘home’ and other markets, best approach
13:30	Networking Lunch	Experts, SMEs, guests	

*For short company profiles see Start.Smart.Global

Wednesday, Sep 11, afternoon, Session II

14:30	Panel Discussion	Experts / Peers	Outcome
II. Market Access Japan	<ul style="list-style-type: none"> • Pricing / Transparency / Reporting • Direct or indirect sales • Local representation / Logistics • Product / Service Argumentation / Exclusivity • Distribution & Logistics / Agents / Distributor models / OEMs / Payments / Contracts / Exclusivity / Supply chains • Academia vs. Industry vs. Clinic approaches • Healthcare System / Ministries & Authorities / Approach • Presence at Shows / Partnerings / Follow ups • Communication pathways with single contacts • Network generation / Access to networks • Affinity with technical details / Technical training / No hiding of technical issues / Product specific approaches • Company presentations / Brochures for Japan / Language • Flagship Accounts / Trend Setters / References • Differences of Japanese regions 	<p><i>Moderator:</i> Dieter Lingelbach, COO, Sirion Biotech</p> <p><i>Panel:</i></p> <ul style="list-style-type: none"> • Dr. Robert Löwe, CEO, GeneSurge • Jens Mueller, Partner, Simon-Kucher & Partners • Dr. Bernhard Mumm, TomTec Imaging • Dr. Christian Redondo-Müller, NDA Regulatory Service • Dr. Marius Yildiz, CEO, Avergen Pharmaceuticals 	<p>What sounds like the proper strategy for a successful market access in Japan?</p>

Thursday, Sep 12, morning, Session III

07:30	Registration		
08:00	Presentations	Experts	Outcome
III. Health Sector Japan: Industry, Science, Public Authorities & Regulatory environment	<ol style="list-style-type: none"> 1. Life Science Industry in Japan / EEN / Osaka BioPharma Partnering Conference / Services by EU-Japan Centre 2. Biopharma hot spot Kansai 3. a) Major health issues in Japan / EPA / Japanese gov. strategy / Health authorities / Support initiatives by JETRO 4. b) Structures and functions of Japanese health authorities / Re-imburement systems / Medical device request / Regulation principles (PMD Act / Pharmacovigilance) 	<ol style="list-style-type: none"> 1. Daniel Gralki, Manager EEN and Information Service, EU-Japan Centre for Industrial Cooperation 2. Maki Kawaminami, Senior Staff, Osaka BioHeadquarters 3. Keiko Tsunekawa, Life Science Specialist, JETRO 	<p>What and where are the business opportunities? Understanding of the health system</p>
10:00 – 10:20	Coffee Break		
IV. IPR / Contract Law	<ol style="list-style-type: none"> 1. Patent environment concerning drug dev., diagnostics, software, and medtech / Patent protection / Recent case law 2. Contract law / termination / liability & risk transfer 	<ol style="list-style-type: none"> 1. Dr. Stephanie Nottrott, Partner, Isenbruck, Bösl & Hörschler Patentanwälte 2. Dr. Anja Lunze, Partner, Taylor Wessing 	<p>How to have a strong legal position with IP and contracts</p>
11:30	Networking Lunch		