

## International Market Access Series – Go Japan

### Time and Place

Wednesday, 16.09.2020, 10:00 am –12:00 am (CEST) - Digitally delivered (GoToWebinar®)

### Content

Japan is the world's 3<sup>rd</sup> largest healthcare market and ranks amongst Europe's top 5 pharmaceutical trading partners. With an unprecedented combination of increased longevity and declining birth rates, the Japanese market offers significant opportunities for innovative life science companies, novel technologies, services and products and can be a gateway to other Asian markets.

Get an insight into:

- the Japanese market, the authorities and other players in Japan
- the admission requirements and responsibilities
- options to find good and loyal local business partners and more ...

### Speakers/Abstracts

#### **Dr. Hitoshi Kuboniwa, Corporate Advisor at Chugai / Steering Committee Chairman of Japan Bioindustries Association**

Dr. Kuboniwa was awarded both a Ph.D. and MS in Polymer Chemistry from the Tokyo Institute of Technology in Japan. He has lectured extensively at pharmaceutical conferences and acted as a keynote speaker at the Bio Japan Trade Show and the American Biomanufacturing Summit in San Francisco. His areas of speciality include: biotechnology and future of biotechnology in Japan, global harmonization initiatives, Japan's policy agenda and Biotech Frontier. He is also very active with Japan as the leading BioEconomy in 2030, in Bioindustry's infrastructure and in the role of biotechnology in politics and industry trends. Dr. Kuboniwa is also a high-level expert in bio-industrial topics as big data, biosimilars and bioproduction.

The Japanese perspective: differences and similarities. Kuboniwa san will give you an insight into the Japanese market and its players (PMDA, METI, JBA, government, etc.), the role of biotechnology as Japan's national strategy (what is it and what does it mean) and the goal of becoming the world's leading bio-economy by 2030 and what this means from a pragmatic point of view. Furthermore, legal and regulatory differences will be shown (tax officials, a superhighway for regenerative medicine etc.).

#### **Stefan Sandström, Manifestum**

Stefan Sandström is an emigrated Swede and has lived in Japan for 14 years. Stefan has a strong background in chemical engineering and medicine. He is business coach for companies within the Nordic Innovation House network and an incubator linked to the University of Umeå, Sweden. He is not only a RKW accredited business consultant (i.e. German companies that hire him only have to pay 50% of the investment) but also an investor and board member of several companies. His network in Japan includes some of the major bio-clusters, the major biopharma companies and industry organizations. He has already successfully supported several companies last year in the context of the Start.Smart.Global training project developed by Bio<sup>M</sup> (funded by EIT Health).

#### **About Manifestum**

Manifestum is a Sweden based business consultancy with its major work being performed in Japan, linking the European Biopharma Industry to Japan and vice versa. Most common types of projects include setting up distribution, finding clients and setting up strategic partnerships. Manifestum works with trusted partners and their collective skills enable a wide range of support for projects in Japan.

The presentation will provide insight into the role and function of management consulting in entering the Japanese market. You will get an introduction to the unique business culture of Japan and what it means to be European in this country.

The speaker will also share his expert knowledge on: expected timetables for doing business in Japan, why it is important to do your homework, different entry strategies and examples on how others enter Japan.

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### Agenda

- 10:00 am**      **Opening welcome/ Introduction**  
*Prof. Dr. Horst Domdey - Bio<sup>M</sup> Biotech Cluster Development*  
**Moderation**  
*Dr. Stephanie Wehnelt - Bio<sup>M</sup> Biotech Cluster Development*
- 10:05 am**      **The Japanese marketplace for biopharma**  
*Dr. Hitoshi Kuboniwa - Corporate Advisor at Chugai / Steering Committee Chairman of Japan Bioindustries Association*
- 10:35 am**      **Making business happen in Japan**  
*Stefan Sandström - Manifestum*
- 11:05 am**      **Presentation on Biotech & Pharma Virtual Partnering Conference 2020**  
*Chizuko Minami - Life Sciences Industry Division Osaka Prefectural Government - Osaka Bio Headquarters*
- 11:15 am**      **Experience report – real life**  
*(tbc)*
- 11:45 am**      **Q&A / panel discussion with all speakers**
- 12:00 am**      **End**

**The seminar will be held in English.**

### Registration

Electronic registration under: <https://www.bio-m.org/WebSeminarGoJapan>

The seminar is free to attend but registration is necessary.

### Organisation

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