

6th INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE

PHARMA JAPAN

INGREDIENT

API

ADDITIVE



Dates: June 27_[Wed] – 29_[Fri], 2012

Venue: Tokyo Big Sight, Japan

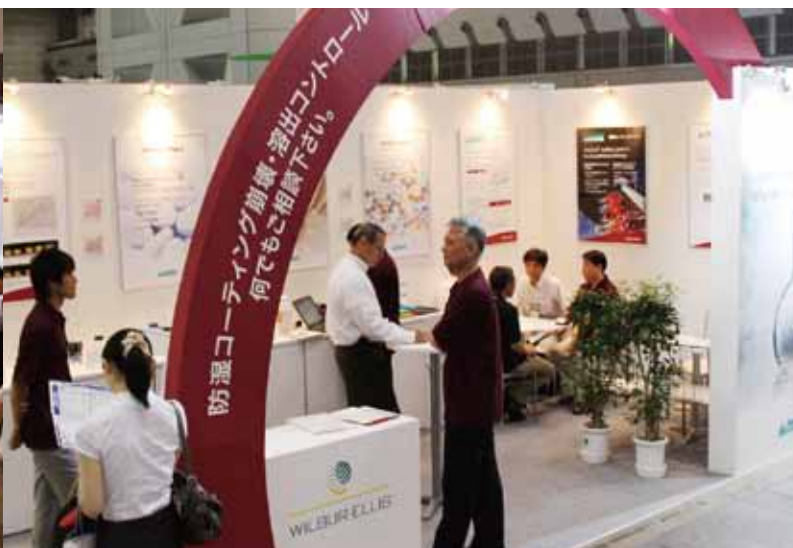
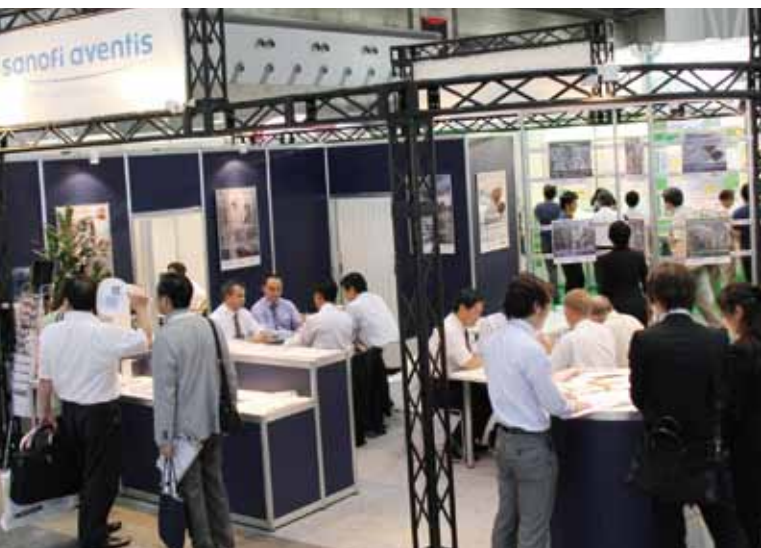
Organised by: Reed Exhibitions Japan Ltd.

**Concurrent shows: 3rd COSMETICS JAPAN
25th INTERPHEX JAPAN**



Image of concurrent shows

PHARMA JAPAN —Asia's Leading Ingredients Trade Show!



6th PHARMA JAPAN attracts ...

200^{*1} exhibitors
from worldwide

62,000^{*2} professionals
in the industry

(*1 expected)

(*2 expected/including concurrent shows)

Exhibit Profile

- Pharmaceutical Ingredients
- Intermediates
- Functional Ingredients
- Fine Chemicals
- Various Analytical Services and Equipment
- APIs
- Additives
- Natural Extracts
- Outsourcing, OEM

...and all other ingredients and their related services and technologies



2011 Exhibitor Comments (excerpt)

SALTIGO/LANXESS

We exhibited to get new leads in Japan and to have meetings with existing clients. We made 15 appointments using "Matching System" in advance and had meetings with 30 companies. Now we are progressing 3 new projects with pharmaceutical manufacturers.

ASHLAND/WILBUR-ELLIS

We had conducted meetings with 50 companies for 3 days, and we received about 10 enquiries. As a result, 4 of them are proceeding. Without hesitation we decide to exhibit every year, because we want to gain further recognition in the Japan market and to have meetings face to face.

COLORCON JAPAN

This was our first time participation and we are very satisfied with the result. We had 30 business meetings. They were fruitful because many formulation researchers visited our booth. We are also satisfied with the result that we received sample orders from 10 new customers.

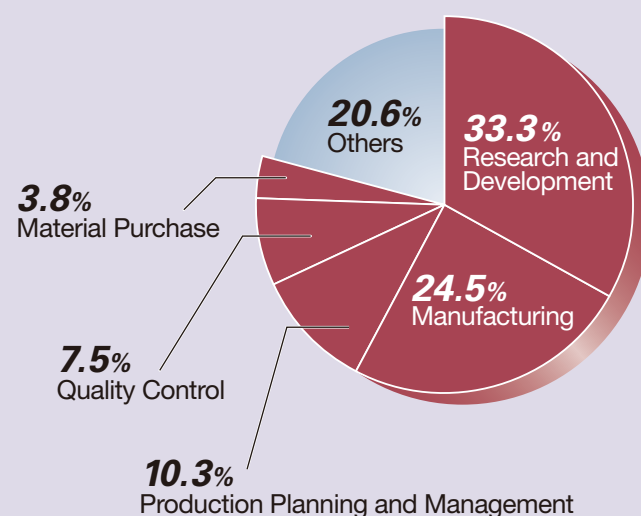
BASF JAPAN

We had 300 visitors from pharmaceutical companies to our booth. We got 25 enquiries related to pharmaceutical ingredients and synthesis. For 3 days, we had 60 business meetings including 30 new customers. We regard the show as the Asia's largest exhibition that attracts pharmaceutical companies.

Best Way to Penetrate the Japanese Pharma Market !

Decision Makers participating for real business

— Breakdown of Visitors (2011) —



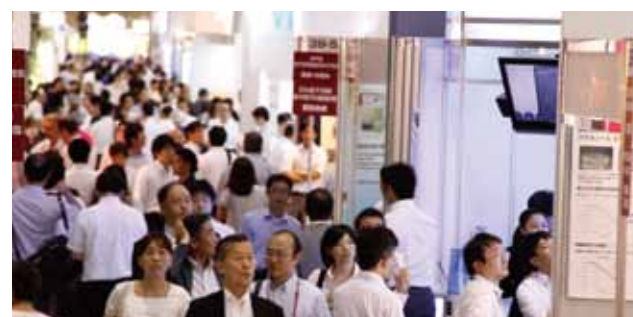
Based on the number of visitors to previous PHARMA JAPAN and concurrent shows

Visitor Profile

Decision makers and Executives from Pharmaceutical Manufacturers:

- R&D
- Production
- Management
- Marketing & Sales
- Purchasing
- Quality Control
- Engineering

...and all other related divisions/departments



2011 Visitor Comments (excerpt)

EISAI

Global Planning Coordination Dept.

We had meetings with 13 companies during our 2-day visit to PHARMA JAPAN. Especially we had great business discussions with 6 exhibitors who made appointments in advance through "Matching System." As the show achievements, a new project is in progress, and another one is moving toward ordering.

ASTELLAS PHARMA

Life Science Research Labs.

Spending a great deal of time for 3 days on-site, we are now progressing detailed meetings toward ordering from 5 exhibitors. This is an indispensable show to meet many suppliers and to check both ingredients and research instruments.

DAINIPPON SUMITOMO PHARMA

Drug Development Div.

We visited to look for contract services of synthesis. We had business meetings with 5 exhibitors, particularly from those who had appointments before the show, and now detailed technical meetings are in progress. Thanks to "Matching System", we are satisfied with great business discussions with overseas exhibitors.

TAKEDA PHARMACEUTICAL

CMC Research Center

After visiting almost all booths during 3 days, we had meetings with 4 exhibitors whom we made appointments with in advance. We are now in detailed meetings toward ordering from 3 companies. We visit PHARMA JAPAN every year as the must-attend show which is an attractive meeting place for the pharmaceutical ingredients industry.


Full Support Services to Maximise Your Business!



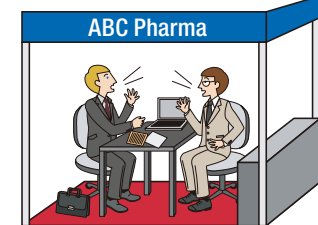

1 Matching System — Visitor Search Engine **FREE!**

You can

- * **contact over 3,000*** professionals in advance. (*expected)
- * **find target customers.**
- * **make appointments** before the show.
- * learn potential customers' needs beforehand and **make proposals** on-site.

How to use

- 1 Search for Visitors by the Visitor Search Engine.**

- 2 Select Potential Customers From Search Results.**

ID	Company	Name	Purpose
00001	ABC Pharma	Jack Reed
00002	TTD Pharma	Mary Wood
00003	123 Pharma	Helen Sun
00004	XYZ Pharma	Jan Chen
- 3 Send Proposal Mails.**

- 4 Fix Appointments.**

- 5 Have meetings at your booth in PHARMA JAPAN.**

- 6 Deal!**


3 Direct Mailing **FREE!**

Over 810,000 invitation tickets will be sent out to industry executives and professionals in Japan and all over the world. These invitation tickets will include your company name, which enhance you to gain further recognition among industry professionals.



4 Press Release Service **FREE!**

To maximise media coverage, Show Management will prepare "Highlight of Exhibits" —online media releases including a catch-phrase and information on your company/products, and forward them directly to the major press. This information will encourage press members to have interviews on your products/technologies.



2 VIP Networking Reception Party **FREE!**

Show Management hosts a VIP Networking Reception Party exclusive to industry executives, such as CEOs, CTOs, Presidents, Vice Presidents, Directors, Professors, etc. This is an indispensable opportunity to establish network and exchange information.



2011 Participants List (excerpt from 552 participants)

- **Astellas Pharma**—Applied Pharmacology Research Labs.—Senior Director
- **Astellas Pharma**—Drug Delivery Pharmaceutical Research & Technology Labs.—Senior Director
- **Bayer Yakuhin**—Strategic Planning & Business Dept.—Japan Licensing Manager
- **Chugai Pharmaceutical**—Deputy President, Member of the Board
- **Chugai Pharmaceutical**—Lifecycle Management & Marketing Unit—Head, Senior Vice President
- **Chugai Pharmaceutical**—API Process Development Dept.—Dept. Manager
- **Chugai Pharmaceutical**—CMC Development Dept.—Deputy Dept. Manager
- **Daichi Sankyo**—Formulation Technology Research Labs.—Vice President
- **Daichi Sankyo**—External Innovation—Executive Officer
- **Daichi Sankyo**—Solid Formulation Research Gr. III—Director
- **Dainippon Sumitomo Pharma**—Drug Development Div.—Deputy Executive Director
- **Dainippon Sumitomo Pharma**—Technology Research & Development—Group Manager
- **Eisai**—Head of Japan Site Management, Product Creation HQ—Director
- **Eisai**—Administration Dept., PCSS Dept.—Senior Manager
- **Eisai**—DC Support Center—Senior Manager
- **Kyowa Hakko Kirin**—Corporate Quality Management Dept.—Director
- **MERCK**—Process Research—Distinguished Senior Investigator
- **Mitsubishi Tanabe Pharma**—CMC Quality Assurance Dept., CMC Div.—General Manager
- **Mitsubishi Tanabe Pharma**—Research Strategy & Planning Dept., Research Div.—Group Manager
- **Otsuka Pharmaceutical**—Reverse Translational Research Office—Director of Office
- **Otsuka Pharmaceutical**—Tokushima Research Institute—Corporate Adviser
- **Pfizer**—GCMC Advisory Office Pharma Therapeutics—Associate Research Fellow
- **Pfizer Japan**—Global CMC Japan—Director
- **Pfizer Japan**—Post Approval Global CMC Japan—Senior Principal Scientist
- **Pfizer Japan**—Global CMC Japan—Principal Scientist
- **Shionogi**—Parenteral Formulation Dept.—Head
- **Shionogi**—Corporate Planning Dept.—Manager
- **Takeda Pharmaceutical**—Vaccine Technology R&D Labs, Pharmaceutical Product Div.—Associate Director
- **Takeda Pharmaceutical**—Pharmaceutical Technology Research & Development Labs.—Research Manager

5 Special Discount for Hotel Reservation

Special discount rates are offered to exhibitors at international standard hotels, conveniently located close to the exhibition site.



6 Translation/Interpreter Services

For exhibitors to prepare leaflets, signboards, etc. in Japanese, translation service is available at reasonable price.

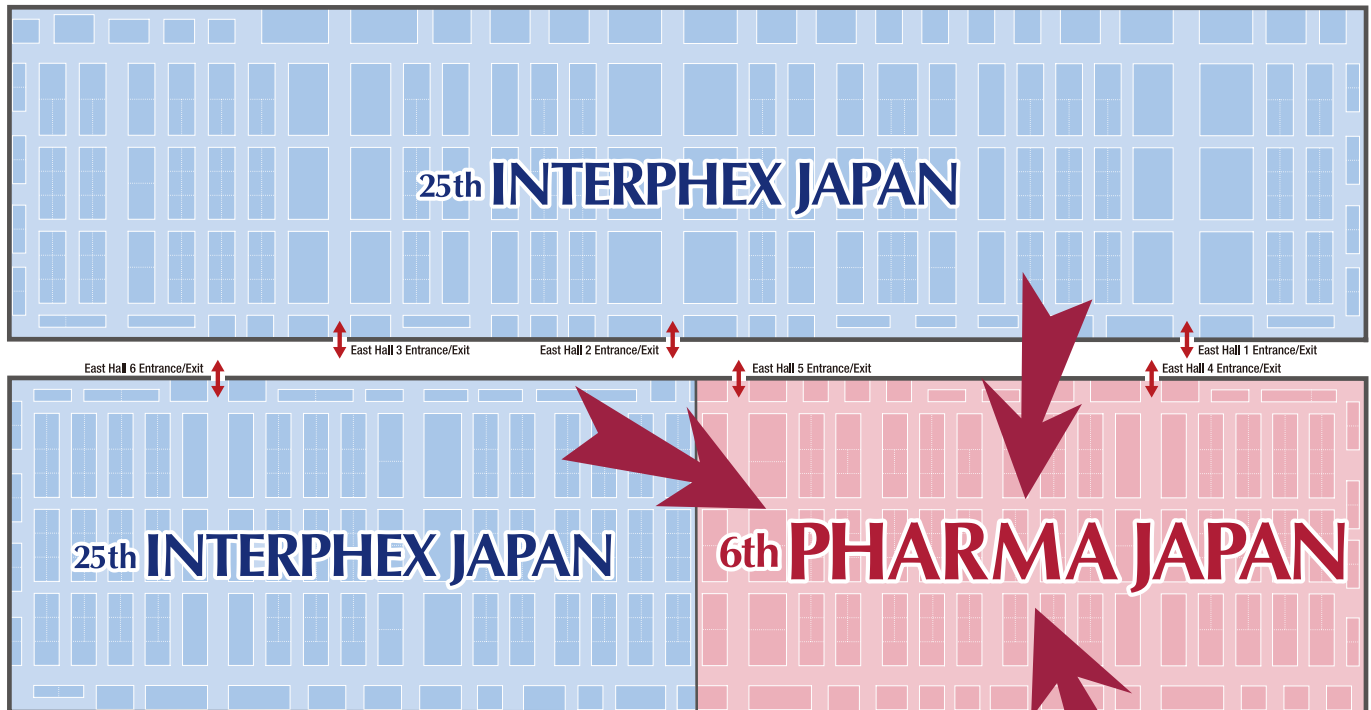
If you wish to hire an interpreter for smooth communication with Japanese visitors, you can choose one among wide options, from basic- to advanced-levels.



Take Advantage of the Synergy Effects!

Concurrent shows give you further benefits by synergy in variety and quantity of visitors.

East Halls (Preliminary)



Concurrent Shows

3rd COSMETICS JAPAN Int'l Cosmetics R&D and Product Planning Expo

Exhibit Profile

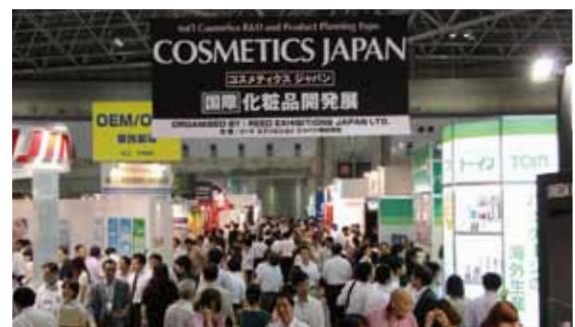
- Ingredients
- Incense
- Pigments
- Antiseptics Materials
- Cosmetics OEM/ODM and other contract services
- Other products/services related to cosmetics R&D and product planning

25th INTERPHEX JAPAN

Exhibit Profile

- Outsourcing/Contract Services related to**
- Contract Manufacturing
 - Analysis/Testing
 - Biopharmaceutical Development & Scale-Up
 - Contract Research
 - Other products/technologies related to pharmaceutical manufacturing

West Halls (Preliminary)



Participate to Grab the Business!

Organised by

 Reed Exhibitions

► **PHARMA JAPAN Show Management**
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