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CPhI Japan opens two-month long virtual event

March 24, 2021 | News

Longest ever digital pharma expo to help deliver international requests for in and out licensing partners in Japan



The Japanese pharmaceutical market is preparing for renewed international growth and partnering. In response, CPhI Japan has opened a two-month long virtual event to meet demand from international pharma.

Informa introduced CPhI Japan Connect – a new virtual platform for global professionals looking to grow pharma business in Japan – specifically to help its international audiences continue conversations, identify leads, and build new partnerships while international travel remains restricted.

“When we spoke with our audiences, what became abundantly clear is that – in addition to the domestic-only CPhI Japan event – our international partners needed a virtual platform to sustain growth in Asia’s second largest pharma market. In particular companies in Europe, US, China and the rest of Asia were looking to partner with Japanese suppliers,” commented Laura Murina, Brand Director, Informa Markets.

CPhI Japan Connect has been specifically designed with international markets in mind, and features on demand (English language) content to learn about the best opportunities in the market, coupled with online networking and video conferencing.

Murina, added: “As one of the world’s most innovation-led pharma markets, global demand for Japanese pharma and international partnerships is increasing, but is coupled with a positive outlook for innovation, with record levels of R&D underway globally, and an increased domestic demand in Japan for generics.”

For domestic attendees and, international companies with regional offices in Japan, the in-person event, CPhI Japan will be held at the Tokyo Big Sight Exhibition Center, April 14-16, 2021 in Tokyo.

Further empowering cross-industry collaborations the event is joining forces with Fine Chemicals Japan and Japan Life Science Week. Collectively these events will span the entire pharmaceutical supply chain from ingredients and finished dosages, to biologics, medical technology, packaging, contract services, diagnostics, and IT.