

**Japan America Society of Greater Philadelphia**  
**3<sup>rd</sup> Annual Philadelphia -Japan Health Sciences Dialogue**

**Thursday, February 14, 2002**

**Consumer Healthcare Products in Japan and US:  
2002 and Beyond-OTC Regulations, Consumer Advertising & Benefits to Consumers**

<b>Time</b>	<b>Topics</b>	<b>Prospective Speakers</b>	
8:30-8:35	<b>Welcome speech Opening Remarks</b>	- <b>James Foley</b> - <b>John Street</b> - <b>Paul C. Brucker</b>	GlaxoSmithKline Mayor of Philadelphia President, Thomas Jefferson University
8:45-9:30	<b>Keynote Speaker</b>	- <b>Akira Uehara</b>	President Taisho Pharmaceuticals Co.
9:45-11:00	1) <b>Trends in Market</b> (Rx + OTC)  -Market shares + segmentation (Winner & Loser) -New US products in Japan -New Japanese products in US	<Moderator> - <b>Catherine Sohn</b>	Vice President Worldwide Business Development GlaxoSmithKline
		(1) - <b>Bill Machtiger</b>	Chief Consultant Rx for Strategy
		(2) - <b>Soichi Matsuno</b>	Chairman Eisai, Inc.
11:15-12:30	2) <b>Switches</b> -Case history -Legal environment -Government attitudes	<Moderator> - <b>John Washlick</b>	Partner, Morgan Lewis & Bockius LLP
		(1) - <b>Yuichiro Nakamura</b>	Deputy Director Health Policy Bureau Ministry of Health, Welfare and Labor, Japan
		(2) - <b>Linda M. Katz, M.D., M.P.H.</b>	Deputy Director Division of Over-the-Counter Products Office of Drug Evaluation V Center for Drug Evaluation and Research Department of Health & Human Services Food and Drug Administration
		(3) - <b>George Quesnelle</b>	President, GlaxoSmithKline Consumer Healthcare International Markets
12:45-1:55	Lunch		
2:00-3:30	3) <b>Consumer Advertising</b> -Rx (US and Japan) -OTC (US and Japan)	<Moderator> - <b>Roger Ross</b>	CEO Trinity Communications
		(1) - <b>Bob Burruss</b>	Executive Vice President Grey Worldwide
		(2) - <b>Masaru Ariga</b>	Strategic Planning Director, Integrated Communications Planning, Division, Dentsu, Japan
3:45-5:00	4) <b>Where is it all going?</b>	<Moderator/Speaker> - <b>James Foley</b>	GlaxoSmithKline
		(1) - <b>William Farrell</b>	President and CEO Dynamic Strategies Asia, LC
		(2) - <b>Mary Tanner</b>	Senior Managing Director Bear Sterns
		(3) - <b>Ken Araki</b>	Director, Senior Analyst, Equity Research, Nomura Securities (NY)
5:15-6:00	Cocktail Reception		

