

The Japan America Society of Greater Philadelphia presents
2003 Philadelphia-Japan Health Sciences Dialogue

***Building Japanese and U.S. Alliances Among Government,
Academia, and Industry***

Thursday, February 13, 2003

Loews Philadelphia Hotel

8:00 a.m. Registration and continental breakfast

8:30 a.m. – 5:00 p.m. Program (Lunch included)

5:15 p.m. – 6:00 p.m. Cocktail Networking Reception

Opening Remarks

Paul Brucker – President, Thomas Jefferson University

Keynote Speaker

Frank Baldino – Chairman and CEO, Cephalon

PROGRAM:

What Drives Alliances in the U.S. Today?

Roger Longman – Managing Partner, Windhover Information Inc.

What Drives Alliances in Japan Today?

Michael Devlin – Partner, McKinsey & Company, Tokyo

How Will Japanese Government Policy Influence Industry Structure?

Takahiko Iwaya – Director, Health & Welfare Department, Japan External Trade Organization New York

Panel Discussion: Benefits of Industry-University Collaborations

Louis Berneman – Managing Director, University of Pennsylvania Center for Technology Transfer

Akio Nishizawa – Professor, Graduate School of Economics, Tohoku University, Japan

Yoshio Matsumi – Executive Councillor, International Affairs, Itochu Corporation, Japan

U.S. Government Support for Innovation

Leslie Alexandre – President and CEO, North Carolina Biotechnology Center

Formerly Assistant Director, Technology and Industrial Relations, National Cancer Institute

What the Future Holds

Edward Lentz – Of Counsel, Intellectual Property, Morgan, Lewis & Bockius

Special Session on Wednesday, February 12, 2003

U.S.-Japan Technology Management Strategies

Presented by **Omori and Yaguchi**, Practicing Japanese patent, design, trademark and copyright matters in Tokyo and Philadelphia

Lecturers: **Masaaki Kotabe**, Washburn Chair Professor of International Business and Marketing, Temple University
Taro Yaguchi, Patent Attorney Registered in Japan

Wednesday, February 12, 2003, 1:00 – 5:00 p.m.

Greater Philadelphia Chamber of Commerce, The Bellevue, 7th Floor

Supporters: Cephalon; Cozen O'Connor; GlaxoSmithKline; IMS Health; Morgan, Lewis & Bockius; Omori and Yaguchi USA

About Philadelphia-Japan Health Sciences Dialogue: Inaugurated by the Japan America Society of Greater Philadelphia in March 2000, Philadelphia-Japan Health Sciences Dialogue aims to enhance awareness of healthcare issues and opportunities that exist in Japan and the US by facilitating communication among industry, government and academic groups on both sides. The forum also showcases healthcare expertise in the Delaware Valley and promotes collaboration between regional institutions and Japan.