



Japan America Society of Greater Philadelphia

5th Annual Philadelphia-Japan Health Sciences Dialogue

Rethinking the Pharmaceutical Industry: A Worldwide View

Thursday, February 5, 2004

The Union League of Philadelphia

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

OVERVIEW

The economics of the pharmaceutical industry and government policies in the U.S., Japan and Europe are causing simultaneous contraction and expansion in the industry. The mounting cost of research and development and the increasing challenge of finding significant drugs that can influence company growth are causing larger firms to merge or rethink their business strategy. Government control of drug pricing throughout the world is squeezing margins and forcing weaker companies to merge. Meanwhile, a rich institutional investment community, favorable government attitudes towards biomedical research, and the lure of entrepreneurship are causing a proliferation of start-up companies in the pharmaceutical field.

Where will this all lead? Leading industry authorities discuss this question at the 5th Annual Philadelphia-Japan Health Sciences Dialogue.

Morning Keynote Address

John C. Alexander, M.D., *President, Sankyo Pharma Development*

Panel Discussion: Investment Community Views on the Dynamics of the Pharmaceutical Industry

Geoffrey Porges, M.D., Ph.D., *Senior Biotechnology Analyst, Sanford C. Bernstein & Co.*

Phil Rowe, *Executive Vice President, Capital International Research, Tokyo*

Mary Tanner, *Senior Managing Director, Bear, Stearns & Co.*

Afternoon Keynote Address: Rethinking Research and Development

Ronald L. Krall, M.D., *Senior Vice President, Worldwide Development, Research and Development, GlaxoSmithKline Pharmaceuticals*

Panel Discussion: The Profound Influence of Government in Restructuring the Industry

Gary Cooper, *Associate, Goodwin Procter, Boston*

Akira Miura, *Director, Health and Welfare Department, JETRO New York*

Theresa Mullin, Ph.D., *Assistant Commissioner for Planning, U.S. Food and Drug Administration*

The Proliferation of Biotech Companies: Wave of the Future or Total Madness?

Dr. Brenda Gavin, *Managing Partner, Quaker BioVentures*

Principal Co-Sponsors: Bristol-Myers Squibb, GlaxoSmithKline, IMS Health

Program Sponsors: Itochu Corporation, NDC Health, Rohto-Mentholatum Research Laboratories

Supporting Organizations: BIO, Commonwealth of Pennsylvania Department of Community and Economic Development, Japan External Trade Organization (JETRO) New York

About Philadelphia-Japan Health Sciences Dialogue: Inaugurated by the Japan America Society of Greater Philadelphia in March 2000, the Philadelphia-Japan Health Sciences Dialogue aims to enhance awareness of healthcare issues and opportunities that exist in Japan and the U.S. 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.