

## WEBINAR: Tuesday, January 29, 2013

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**TOPIC:** 2013 Perspectives on the Japanese Pharmaceutical Industry

**SPEAKER:** P. Reed Maurer  
President, International Alliances Limited  
Chairman, aRigen Pharmaceuticals

Mr. Maurer is a veteran Japanese pharmaceutical industry observer who has been living in Japan and working in the pharmaceutical industry there for over 40 years. In this webinar, he will discuss the year ahead for the Japanese pharmaceutical industry, including:

- The competition between generic products and listed brands
- The future for Japan's "vulnerable pharmaceutical companies"
- The overall attractiveness of Japan's market for pharma industry companies
- Future pricing of long-listed drugs in Japan
- Japanese government research funding
- Pharma company globalization trends

Mr. Maurer first went to Japan in 1971 to serve as vice president of Eli Lilly Japan. In 1977 he joined Merck & Co. Inc. in the U.S. and served as vice president in charge of the Japanese and Chinese markets. He helped with Merck & Co.'s listing in the first section of the Tokyo Stock Exchange, the first foreign-affiliated company to be listed. He also directed the purchase of Banyu Pharmaceutical Co. by Merck.

After his years at Merck, Mr. Maurer served for seven years as the first Japan representative for the Pharmaceutical Manufacturers Association (now PhRMA). He is currently president of International Alliances Ltd., a consulting company he founded in 1989 to facilitate international collaboration with Japan in the area of innovative life science technology. He also serves as chairman of aRigen Pharmaceuticals, Inc., a drug discovery and development company in Japan focusing on anti-infective products.