



## The 5<sup>th</sup> Annual General Assembly of New York Pharma Forum

DECEMBER 6, 1994

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**TOPIC:**                    **The Changing Pharmaceutical Marketing Environment  
And Strategies for Future Prosperity**

**SPEAKERS:**            **Mr. Tadaharu Goto**, Director, Economic Affairs Division, Pharmaceutical  
Affairs Bureau, Ministry of Health & Welfare of Japan

**Mr. Ley Smith**, President & COO, The Upjohn Company

**Mr. Frederick Frank**, Vice Chairman and Director, Lehman Brothers Inc.

**Mr. Tadashi Suzuki**, President & CEO, Daiichi Pharmaceutical Company