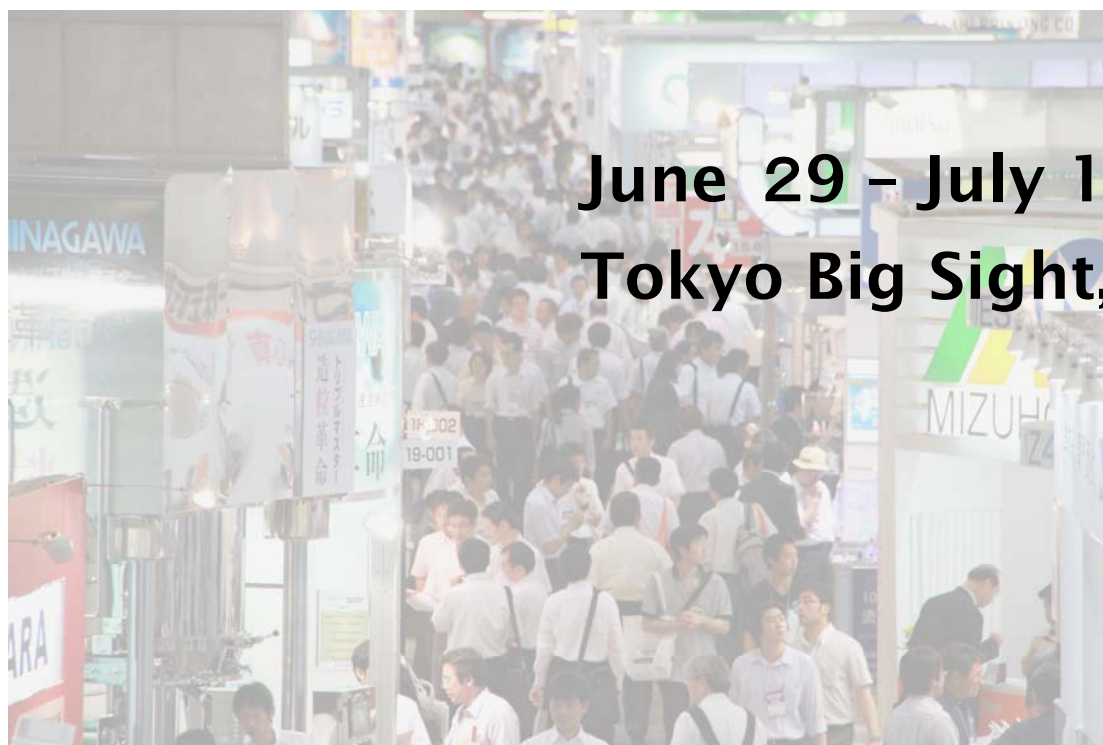


24th  
**INTERPHEX JAPAN**  
5th  
**PHARMA JAPAN**

2nd **COSMETICS JAPAN**

10th INTERNATIONAL  
**BIO FORUM &  
BIO EXPO JAPAN**

# POST SHOW REPORT



June 29 - July 1, 2011  
Tokyo Big Sight, Japan

## *TABLE OF CONTENTS*

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■ Event Outline	-----	1
■ Exhibition Highlights	-----	2
■ Technical Conference	-----	5
■ General Statistics	-----	7
■ Next Shows in 2012	-----	7

## Event Outline

### World’s Leading Event Covering the Whole Healthcare Industry Ending in a Huge Success!

From June 29 (Wed) – July 1 (Fri), world’s leading event covering whole healthcare industry, including pharmaceutical, bio technology, and cosmetics were grandly held at Tokyo Big Sight, Japan. The event consisted of 4 exhibitions as follows; 24<sup>th</sup> INTERPHEX JAPAN, 5<sup>th</sup> PHARMA JAPAN, 10<sup>th</sup> INT’L BIO FORUM & BIO EXPO JAPAN, and 2<sup>nd</sup> COSMETICS JAPAN. The shows ended in a huge success with 1,509 exhibitors presenting latest products and technologies to 63,355 industry professionals throughout the show period.

EVENT OUTLINE	
Exhibition	24 <sup>th</sup> INTERPHEX JAPAN (Asia’s largest pharmaceutical event) 5 <sup>th</sup> PHARMA JAPAN (Specialised exhibition for pharmaceutical ingredients) 10 <sup>th</sup> INT’L BIO FORUM & BIO EXPO JAPAN (Asia’s largest bio event) 2 <sup>nd</sup> COSMETICS JAPAN (Specialised tradeshow for cosmetics R&D and product planning)
Concurrent Event	Technical Conference
Dates	June 29 [Wed] – July 1 [Fri], 2011
Open Hours	10:00-18:00 (10:00-17:00 on July 1)
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.



## Exhibition Highlights

### 24<sup>th</sup> INTERPHEX JAPAN

### 5<sup>th</sup> PHARMA JAPAN

INTERPHEX JAPAN: Asia's largest exhibition featuring pharmaceutical, cosmetics and detergent R&D and manufacturing technology

PHARMA JAPAN: Best platform for those dealing with pharmaceutical ingredients to start/build business in Japan pharmaceutical industry

#### Special Expos and Zones

International Pharmaceutical Packaging Machinery & Materials Expo (Pharma Pack)

Pharmaceutical Outsourcing/Contract Services Expo (Contract Services)

Pharmaceutical/Cosmetics Logistics & Transportation Expo (Logistics)

Pharma IT Solutions Expo (Pharma IT)

Traceability Zone

Plant Engineering Zone

Process Inspection/Testing Equipment Zone

Supplies/Transfer Zone

Materials Process Zone

Container/Packaging Zone

Energy-saving Solution/Facility Zone

Laboratory Measurement/Analysis Equipment Zone

Water Production/Control Zone

Factory Facility & Equipment Zone

Bioprocess/Biopharma Manufacturing Technology Zone

Sterilizing Equipment & Clean Room Zone

Laboratory Device Zone

From INTERPEHX JAPAN, *Materials Process Zone*, specializing in equipments and machines for materials process, attracted particular attention, as the Japan's top three companies of material process, Mizuho Industrial, Primix, and M Technique all exhibited. From overseas, major companies such as Eurotechno and Estech exhibited as well.

*Pharma Pack* was also an attention getter, as Mutual, the largest company in this industry exhibited. Moreover, various new companies from different industries crossed into this area. For example, Kajiwara, originally specializing in cooking mixer equipment began its business for plant engineering. Also, Kansai International Airport exhibited as the only one company in specializing pharmaceutical logistics as an airport company.

From PHARMA JAPAN, one of the major attention getters was Sanofi-Aventis, which exhibited APIs for the first time. As major pharmaceutical companies are making into API business, this trend is likely to continue to grow within the few years.

Leading companies such as Merck, Roche Diagnostics, Basf Japan, and Hokko Chemical also exhibited, making this exhibition an indispensable place to collect the latest trends and information on pharmaceutical ingredients.

In addition, as biotechnology-based medicines are in huge demand, companies such as ILS Otsuka Chemical, Bachem, and KNC Laboratories exhibited, showing their leading-edge technologies.



## 10<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN

Asia's largest Bio Event, consisting of partnering, conference and exhibition.

### Special Zones and Areas

Contract Service/Bioprocessing Zone  
 Bioinformatics/Data-management Zone  
 Genetic Testing & Diagnostics Zone  
 IP Development Support Zone

Basic/Applied Research Support Zone  
 Bio-imaging Zone  
 Nano-bio/Fine Processing Zone

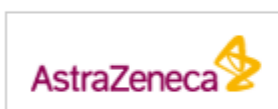
### Exhibition

As the Asia's largest event, numerous companies from abroad, especially from Asian countries were there at the exhibition. From China, Korea, and Taiwan, companies such as Genomine, Hellma, Technomart, Daihan Scientific, and Taigen Bioscience exhibited. In addition, European companies came as well, such as Catalent Pharma Solution, Boehringer Ingelheim Pharma, and Sandoz, all a major contract services companies. World's leading companies all gathered in the Asia's biotech business hub.

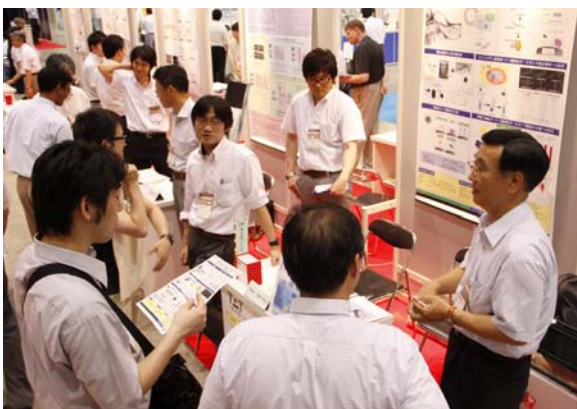
### Partnering and Academic Forum

As mergers and acquisitions are becoming a trend in bio technology industry, one of the indispensable key word is "partnering". This year, below companies joined as sponsors for this event, generating a constant crowd at partnering meeting rooms where specialists came to seek for licensing-out business.

#### <<Pharma companies supporting INT'L BIO FORUM & BIO EXPO JAPAN 2011 as Sponsors>>



Academic Forum also attracted attention where 150 professors/researchers from universities and institutes presented their latest research achievements. This forum stands out as a bridge between academic and industrial professionals; various collaborations between the two parties were generated.



**2<sup>nd</sup> COSMETICS JAPAN**

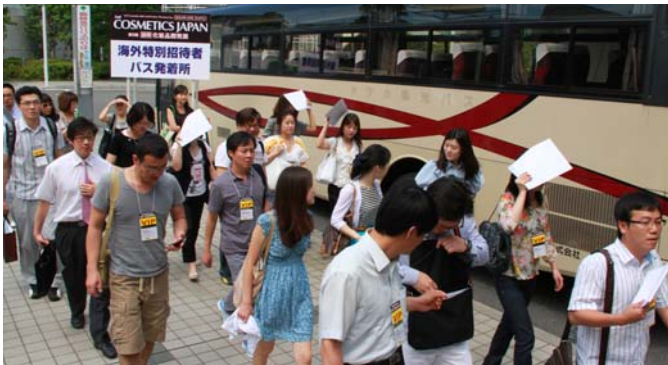
Various products/services for cosmetics and personal care R&D and product planning gathers including materials, contract services, packaging/containers, and more.

Special Zones

Container/Packaging Zone  
 Laboratory Device Zone  
 Ingredients/Additives Zone

Testing Service Zone  
 OEM/ODM Zone  
 Organic Zone

As cosmetics industry is becoming borderless, various companies throughout the world have become interested in the Asian market. Under these circumstances, COSMETICS JAPAN made its way further into a must attend event for Asia. To demonstrate this, various Asian companies exhibited, such as Wisepac Active Packaging Components (China), S&P World (Korea), Chong Woo (Korea), B.I. Packaging (China), and Cosmelab (Korea). In addition, from one of the hottest cosmetics market, Korea, International VIP Invitation was hosted by Show Management, where 50 decision makers of top Korean cosmetics companies came and conducted active business meetings at the exhibition hall, making COSMETICS JAPAN as a truly leading tradeshow for Asia.



COSME LOUNGE, where top Korean Cosmetics companies exhibited their latest products, was placed inside the show venue for exhibitors and visitors to catch up on the trends and flow of Korean cosmetics.



Enprani



Aekyung



Amore Pacific



Hankook Cosmetics



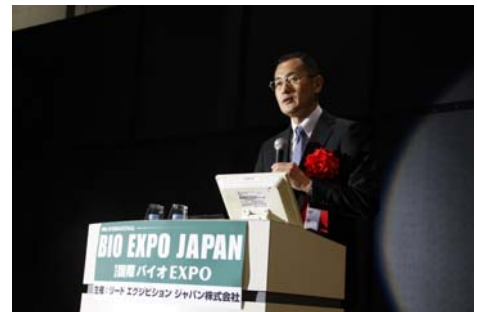
Hanskin



The Nadree

## Technical Conference

One of the other event attracting attention every year is the technical conference held concurrently with the exhibition. Top leaders from Japan and overseas came to deliver speeches for the 3 days, gathering a record number of 11,855 attendees where they participated intensely to gain comprehensive knowledge on the trends and to obtain information on the latest technologies.



**KEYNOTE SESSION**

**Keynote Session [IPJ-K]**

**Bilingual (English/Japanese)** June 29 (Wed) 10:30 - 12:30

**How Can We Survive Turbulent Pharmaceutical Industry?**

**Kyowa Hakko Kirin Takes Step toward a Global Specialty Pharmaceutical Company**

**Sandoz Biosimilars: Pioneering the Future**



Yuzuru Matsuda  
Executive Director of the Board,  
President & Chief Executive Officer,  
**Kyowa Hakko Kirin Co., Ltd.**



Shreeram Aradhye  
Head Global Clinical Development &  
Medical Affairs,  
Biopharmaceuticals Development,  
**Sandoz International GmbH**

**INT'L BIO FORUM & BIO EXPO  
JAPAN  
BIO-K  
Keynote Session**

**Bilingual (English/Japanese)** June 29 (Wed) 13:30-15:50

**What is Happening in Global pharma world with growing Asia and Synthetic Genome?**



Session Chair:Ken-ichi Arai, The University of Tokyo

**Can We Get Away from the Attrition-based Model? Opportunities to Turn around Pharma R&D Productivity**

**Bringing DNA Sequences to Life: Synthetic Genes, Genomes, and Cells**



Jean-Jacques Garaud  
Head of Pharma Research and Early  
Development, Pharmaceuticals Div.,  
**F. Hoffmann-La Roche Ltd.**



Clyde A. Hutchison III  
Distinguished Professor, Synthetic Biology  
and Bioenergy,  
**J. Craig Venter Institute /**  
A Member of the National Academy of  
Sciences

**Creating Golden Opportunities for Biotechnology in the Yellow Sea Region: Importance of Regional Cross-border Alliance between Japan, China and Korea**



Sunyoung Kim  
Managing Director, Office of Strategic R&D Planning,  
**Ministry of Knowledge Economy /**  
Professor, Seoul National University

**COSMETICS JAPAN  
Keynote Session  
[COSME-K]**

**Bilingual (English/Japanese)** June 30 (Thur) 10:30-12:00

**Time for the Change!**

**-Keys to Open up the Future of the Japan Cosmetics Industry-**

**Roadmap to a Truly Prestigious Cosmetics and Beauty Solutions Provider**

**JPY 30 Billion Annual Sales in Six Years! Yuuka Reveals the Key to its Striking Growth**



Shoichi Kobayashi  
President and Chief Executive Officer,  
**Albion Co., Ltd.**



Keiichiro Nakayama  
CEO,  
**Yuuka. Co., Ltd.**

## General Statistics

### NUMBER OF EXHIBITORS

OVERALL: 1,509

24<sup>th</sup> INTERPHEX JAPAN/5<sup>th</sup> PHARMA JAPAN: 858

10<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN: 510

2<sup>nd</sup> COSMETICS JAPAN: 141

### NUMBER OF VISITORS

	June 29 (Wed)	June 30 (Thurs)	July 1 (Fri)	3 Days Total
On-Site Registrants	13,830	15,054	15,150	44,034
VIP Registrants	3,724	1,986	1,275	6,985
Seminar Attendees/Speakers	3,029	5,986	1,275	11,649
Members of the Press	243	138	124	505
Special Guests	126	44	12	182
<b>TOTAL VISITORS</b>	20,952	23,190	19,213	<b>63,355</b>

Full details of visitor figures can also be obtained from >>>

[http://www.interphex.jp/RXJP/RXJP\\_IPJ/documents/2011/ipj\\_TAC11\\_E.pdf](http://www.interphex.jp/RXJP/RXJP_IPJ/documents/2011/ipj_TAC11_E.pdf)

## Next Show 2012

Ending in a huge success, anticipation for next year's show is already building up. Numerous exhibitors have already signed up for next year during the show period, along with new companies. As a result, exhibit space for 2012 is filling up in a rapid speed, and is expected to be sold out soon. Show Management recommends those interested in exhibiting to contact Show Management as soon as possible in order to secure space now.

Next year's exhibition dates will move from June to April as follows;

10<sup>th</sup> INT'L BIO FORUM & BIO EXPO JAPAN: April 25 (Wed) –April 27 (Fri), 2012\*

Be sure to mark your calendar now! Do not miss out the Asia's largest bio event.

\*For the following exhibitions; 24<sup>th</sup> INTERPHEX JAPAN/5<sup>th</sup> PHARMA JAPAN, 2<sup>nd</sup> COSMETICS JAPAN: June 27(Wed) – June 29 (Fri), 2012

For any other inquiries, please feel free to contact us.

We are looking forward to seeing you at the show in 2012.

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