

Trade mission to Japan: Bio and Pharma

25 – 29 October 2010

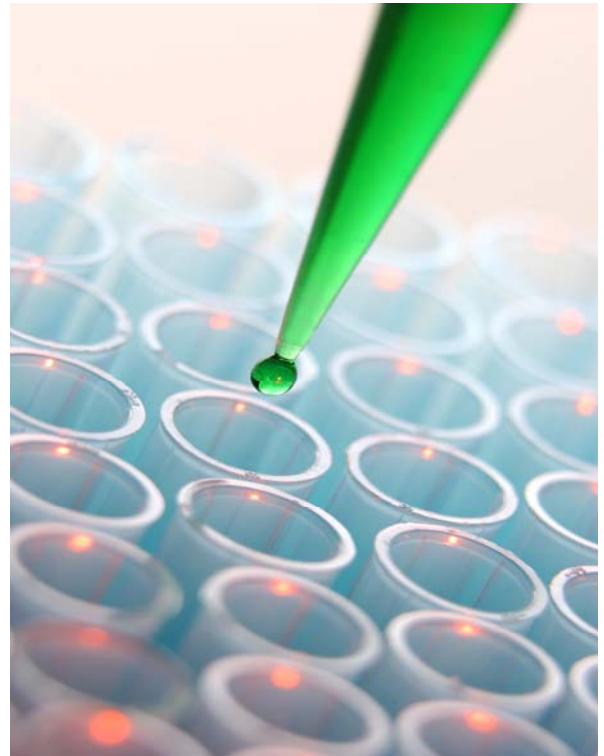
UK TRADE & INVESTMENT IS ORGANISING THE BIO/PHARMA TRADE MISSION TO JAPAN IN OCTOBER 2010. ALL UK REGISTERED PHARMACEUTICAL / BIOTECHNOLOGY COMPANIES ARE ELIGIBLE TO APPLY FOR THE MISSION.

Why JAPAN?

The Japanese pharmaceutical market is the second largest in the world with sales over £35billion. The market is almost as large as those in Germany and France combined.

With many major blockbuster drugs reaching patent expiry, Japanese pharmaceutical companies have been proactively looking for licensing partners who can offer them promising drug candidates, novel drug delivery systems, novel formulations and also biomarkers. Opportunities also exist in services, devices and equipment that enable pharmaceutical companies to reduce drug development times.

The British Embassy in Tokyo and the Consulate-General in Osaka will be working closely with UK Trade and Investment to create a programme that will add real value to companies coming to Japan with the mission. Participation by those offering innovative products / technologies and services are most welcome.



Support Provided and Cost of Participation:

Basic participation in this mission to Japan involves a fee of GBP 500. The amount helps to cover the costs of organizing the events and provides the following benefits:

- Pre-mission readiness consultation with a LifeScience expert in the UK
- Pre-mission publicity in Japan (>1000 mail shots)
- Mission briefing by a local industry specialist at the British Embassy, Tokyo
- 15 minutes presentation at seminars in Tokyo and Osaka
- Networking with Japan's leading pharma / biotech companies after the seminars in Tokyo and Osaka
- Provision of simultaneous interpretation at the seminars
- Publicity via mission brochure
- Free time to organise own meetings and pursue own leads

Market Information Research:

For companies new to Japan or willing to develop business further, we recommend you consider carrying out a market research prior to your visit. UKTI offers a chargeable research service called Overseas Market Introduction Service (OMIS). Under the service, UKTI Japan will try to identify your potential partners in Japan and set up meetings for your visit. Costs vary between £500 and £10,000 depending on client requirements. Commissioning and delivery of the service are handled by your local UKTI team or devolved territorial administration. To locate your nearest team, please visit www.ukti.gov.uk/export.html or call 020 7215 8000.

Since this process takes time, we would like to receive your OMIS order by **Friday 6 August**.

Mission Schedule:

Sunday 24 October

Arrive in Tokyo

Monday 25 October (Tokyo)

All events will take place at the British Embassy

am Mission Briefing and Case Study

pm UK Bio / Pharma Seminar

15 minutes presentation by each company with simultaneous interpretation

Evening Networking reception

Tuesday 26 October (Tokyo)

All day Own arrangement

Wednesday 27 October (Tokyo or Osaka)

am Own arrangement

pm Travel to Osaka

Thursday 28 October (Osaka)

All events will take place at Hilton Osaka

am Own arrangement

pm UK Bio / Pharma Seminar (same format as the seminar in Tokyo)

Evening Networking reception

Friday 29 October (Osaka or Tokyo)

All day Own arrangement

UK Trade & Investment Support:

Travel grants for mission delegates who are new to exporting may be available through their local International Trade Teams based throughout England. The devolved administrations of Scotland, Northern Ireland and Wales may also be able to provide support.

To find out the information, please contact your nearest team. Their contact details are available

from www.ukti.gov.uk/export.html.

Travel & Accommodation:

Delegates will be responsible for their own travel arrangements, accommodation and subsistence. Special rates have been negotiated for UKTI trade mission delegates on hotel rates. (See attached pages)

Note:

All application forms will be reviewed by UKTI LifeScience sector specialists in the UK and Japan. Selection result will be informed to mission members by Monday 30 August.

Register interest:

Please register your participation at this mission by completing the attached company profile and submitting it to [Rob Walcott](mailto:rob.walcott@ukti.gsi.gov.uk) on rob.walcott@ukti.gsi.gov.uk.

The deadline for registering is **Friday 20 August**.