

JETRO

Japan External Trade Organisation

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The JETRO Geneva Office cordially invites you to the
JETRO Pharma & Biotech Business Seminar

21st January 2003, 17:00 ~ 19:00

Hotel Intercontinental, Geneva

The JETRO Pharma & Biotech Business Seminar will be held parallel to, but independent of, the BioData2003 forum. This seminar aims to attract attention to the lucrative Japanese pharma and biotechnology market, and targets Swiss companies who are interested in exploring investment and export opportunities in Japan. Our objective is to meet with candidates in view of offering them our free follow-up consulting services which consist of facilitating export and investment activities in the Japanese market.

Seminar Program (Tentative)

- 17:00 ~ 17:05** Opening Remarks
**Mr. Takanori KAMEI, Director General JETRO
Geneva office**
- 17:05 ~ 17:25** “Japan's R&D Policy: Focus on Biotechnology”
**Dr. Eric Merk, Director of External Development,
EPFL. Former Science Counselor, Swiss Embassy of
Japan.**

- 17:25 ~ 17:45 “The Pharma & Biotech Market in Japan”
**Mr. Ken Masuo, Deputy Managing Director, Daiichi
Pharmaceuticals UK LTD.**
- 17:45 ~ 18:05 Case Study: “Life Science and Biotechnology Research
at AIST(National Institute of Advanced Industrial Science
and Technology)” Prof. KURACHI , Former Research
Fellow at the Univ. of Michigan (USA)
- 18:05 ~ 18:25 Case Study: The experience of a Swiss Company in the
Japanese Medical Market
Swiss Company: DEBIOTECH SA
Mr. CAYROL , Director of Quality Assurance
- 18:25 ~ 18:45 “JAPAN WELCOMES SWISS COMPANIES”
**Mr. Yoshihiro Sawada, Senior Export & Investment
Advisor, JETRO Paris**
- 18:45 ~ 19:10 Questions & Answers
19:10 ~ 20:10 Reception

Participation to the **JETRO Pharma & Biotech Business Seminar** is free, but registration is mandatory. To register, simply contact the above-mentioned address.

The number of places is limited. Applications will be registered in the order they are received.

We look forward to meeting you at this unique occasion!

Takanori KAMEI, General Director, JETRO Geneva Office

In collaboration with:
BioData2003
Geneva Economic Promotion Office