

31 August 2018  
EFPIA Japan

## Heike Prinz to become new Vice Chair of EFPIA Japan

TOKYO—31, August 2018— EFPIA Japan announced today that Heike Prinz (President & Representative Director, Bayer Yakuhin, Ltd.) has been appointed the new Vice Chair of EFPIA Japan effective 1, September 2018.

Together with Thorsten Poehl (Chairman and Representative Director, Nippon Boehringer Ingelheim Co., Ltd.), who continues to serve in his position of vice chair, Heike Prinz will support Ole Mølskov Bech (Novo Nordisk Japan Ltd.), the Chair of EFPIA Japan, in her new role.

“The Japanese healthcare system is currently facing a number of demographic and fiscal challenges.” says Heike Prinz. “As a responsible partner in healthcare, EFPIA Japan will continue its dialogue with various stakeholders to ensure long-term sustainability of the healthcare system and continued access to state-of-the-art treatments for Japanese patients and their healthcare providers.”

### EFPIA Japan Board Members as of 1, September 2018

Newly appointed board members during this year are noted

Chair	Ole Mølskov Bech (Novo Nordisk Japan Ltd.)	
Vice Chair	Thorsten Poehl (Nippon Boehringer Ingelheim Co., Ltd.)	
	Heike Prinz (Bayer Yakuhin, Ltd.)	New
Directors	Jacques Nathan (Sanofi K.K.)	
	Kazunari Tsunaba (Novartis Pharma K.K.)	
	Stefan Woxström (AstraZeneca K.K.)	
	Paul Lirette (GlaxoSmithKline K.K.)	
	Christopher Hourigan (Janssen Pharmaceutical K.K.)	
	Stefan Sakurai (LEO Pharma K.K.)	
Director General	Yoshitada Kimura (EFPIA Japan and Novo Nordisk)	

### About EFPIA Japan:

Established in April 2002, EFPIA Japan represents 24 R&D-based European pharmaceutical companies operating in Japan. In 2017, combined sales from the member companies accounted for roughly 22% of the pharmaceutical market in Japan.

Mission of EFPIA Japan is to “Contribute to healthcare and patients in Japan by early introduction of innovative medicines and vaccines”. EFPIA Japan aims to strengthen dialogue with decision-makers in order to improve Japanese healthcare for all.

### About EFPIA:

EFPIA, EFPIA Japan’s partner organisation, is headquartered in Brussels and represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 42 leading pharmaceutical companies, EFPIA provides the voice of 1,900 companies

committed to researching, developing and bringing new medicines to improve health and quality of life around the world.

For more information please visit:

<http://www.efpia.eu> (EFPIA)

<http://efpia.jp/English/index-e.html> (EFPIA Japan)

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