

31 July 2020
EFPIA Japan

Heike Prinz to chair EFPIA Japan

TOKYO—31 July 2020— EFPIA Japan announced today that Heike Prinz (President and Representative Director, Bayer Yakuhin, Ltd.) has been appointed the new chair of EFPIA Japan, effective 1 August 2020. Current Chair Thorsten Poehl will resign due to his new appointment outside the country in Boehringer Ingelheim.

Kazunari Tsunaba (President, Novartis Pharma K.K.) who continues in his current position as vice chair, and Takahiko Iwaya (President, Sanofi K.K.) who has been newly appointed vice chair will support Heike Prinz in her new role.

“The global public health emergency has underscored the importance of the pharmaceutical industry and we reaffirm our commitment to delivering essential medicines to patients in need and working collaboratively across the healthcare communities utilising our science and resources to tackle the pandemic”, says Heike Prinz. “As a responsible partner in healthcare, EFPIA Japan will continue its dialogue with stakeholders to ensure long-term sustainability of the healthcare system and access to innovative treatments for patients and healthcare providers in Japan.”

EFPIA Japan Board Members as of 1 August 2020

Chair	Heike Prinz	(Bayer Yakuhin, Ltd.)	New
Vice Chairs	Kazunari Tsunaba	(Novartis Pharma K.K.)	
	Takahiko Iwaya	(Sanofi K.K.)	New
Board of Directors	Ole Mølskov Bech	(Novo Nordisk Pharma Ltd.)	
	Stefan Woxström	(AstraZeneca K.K.)	
	Paul Lirette	(GlaxoSmithKline K.K.)	
	Yoshiaki Aono	(Nippon Boehringer Ingelheim Co., Ltd.)	New
	Alexandre De Muralt	(Merck Biopharma Co., Ltd.)	
	Kanako Kikuchi	(UCB Japan Co., Ltd.)	
Director General	Yasuhiro Nishimi	(Nippon Boehringer Ingelheim Co., Ltd.)	



About EFPIA Japan (<http://efpia.jp/>)

Established in April 2002, EFPIA Japan represents 21 R&D-based European pharmaceutical companies operating in Japan. In 2019, combined sales from the member companies accounted for roughly 23% of the pharmaceutical market in Japan. The mission of EFPIA Japan is to “Contribute to healthcare and patients in Japan through the 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 (European Federation of Pharmaceutical Industries and Associations)

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

EFPIA, EFPIA Japan’s partner organisation, is headquartered in Brussels and represents the pharmaceutical industry operating in Europe. Through its direct membership of 36 national associations and 39 leading pharmaceutical companies, EFPIA provides the voice of companies committed to researching, developing and bringing new medicines to improve health and quality of life around the world.

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