

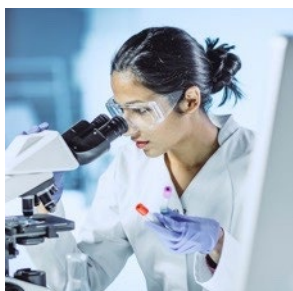
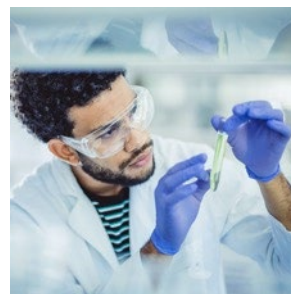


European Federation of Pharmaceutical
Industries and Associations

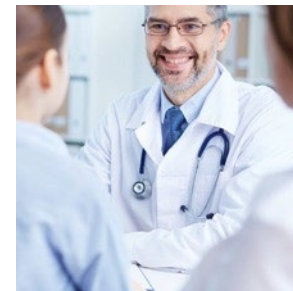


EFPIA Day 2026 Press Conference

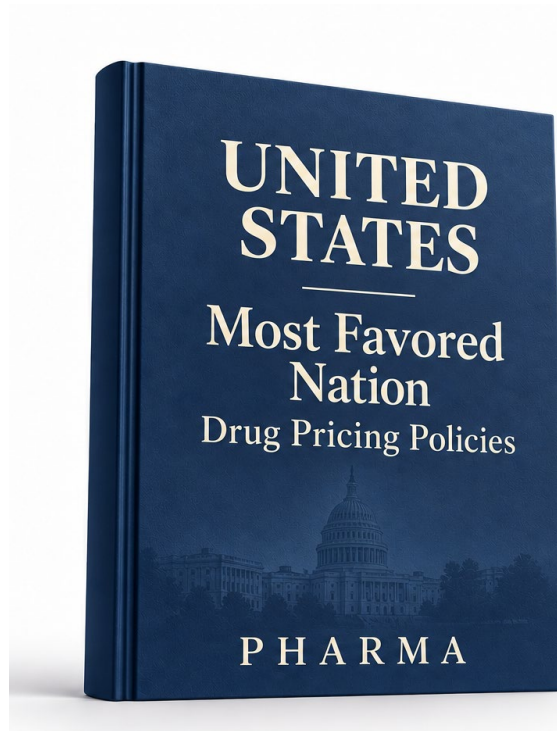
From Policy to Action: Advancing Innovation and Access through the EU-Japan Partnership



14 October 2026
EFPIA, Stefan Oelrich



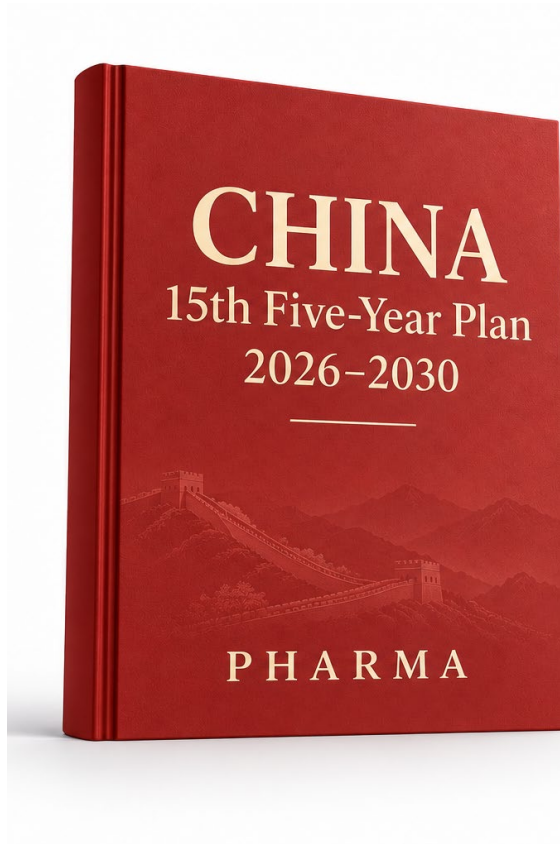
MFN turns the healthcare systems of individual countries into an interdependent global ecosystem



What fundamentally changes

- Drug pricing decisions no longer stop at national borders: each one now impacts prices and investments worldwide.
- As reliance on the US market to fund innovation is re-examined, other advanced economies must re-assess how they value innovation.
- Countries must move beyond cost containment to an innovation ecosystem that sustains R&D investment, timely patient access and fiscal sustainability.

China recognizes Biopharma as a national strategic priority



Whole-of-government push for global biopharma leadership, backed by clear KPIs

- ✓ Annual growth of at least 20% for the innovative medicines sector
- ✓ China accounting for at least 25% of global first-in-class medicines
- ✓ At least 5 products with global annual sales above USD 1 billion

Reinforces the case for urgent action to strengthen Japan's and Europe's competitiveness.

Japan is falling behind the US and China in pharmaceutical investment and innovation with major consequences for patients

Missed growth opportunity for Japan

Between 2015 and 2024, pharmaceutical R&D investment in Japan grew by just 0.3% annually, compared with 6.4% in the US and 12.1% in China.

Japan dependent on innovation happening elsewhere

In 2024, Japan originated only 6% of new active substances, compared with 31% for the US and 35% for China

Japanese patients receive fewer new medicines and wait longer

Only 51% of medicines introduced globally in 2012-2021 were launched in Japan vs. 85% in the US, with an average launch delay of 15 months vs. 4 months.

We highly value Japan's commitment to biopharmaceutical innovation and advanced healthcare as pillars of its growth strategy

We welcome growth in the patented medicines market and stronger incentives for innovation in line with G7 countries

As Japan faces rapid population ageing and a declining birthrate, investment in health should be viewed not only as a cost, but as a strategic investment in workforce participation, productivity and long-term economic growth.



Amid growing global competition for investment, Japan's policy direction sends a positive signal to investors in R&D and manufacturing



Policy and market predictability shape investment decisions



Concerns about the investment environment in parts of Europe



Competition for investment with China and other countries



Global competition for skilled talent and expertise



Policy commitment to biopharmaceutical innovation and advanced healthcare

A pillar of the growth strategy, supporting patented medicines market growth



A strong signal to investors

A clear policy direction supports R&D and manufacturing investment decisions



Japan's appeal as an investment destination

Greater appeal amid global competition for investment and talent

Predictable policies and markets make Japan a more attractive investment destination

Europe and Japan must attract investment, accelerate development and improve patient access together to remain competitive

Three priorities for competitiveness in Europe and Japan: the “3As”

Attract

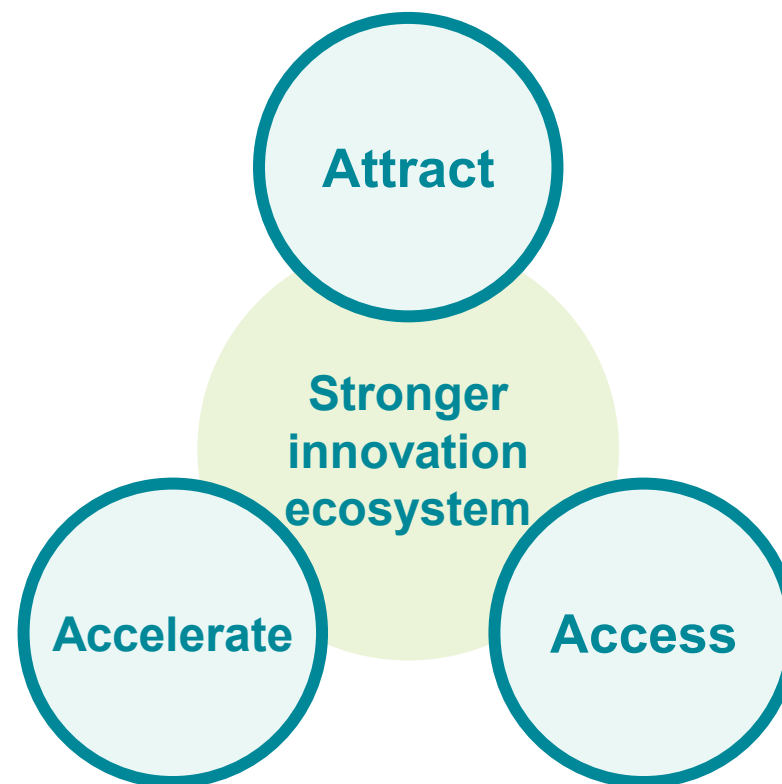
Bring in R&D and manufacturing investment, skilled talent and expertise

Accelerate

Speed up clinical development and adoption to turn scientific advances into treatments

Access

Ensure patients benefit from innovation without unnecessary delays



A predictable policy environment is essential to attract R&D and manufacturing investment and skilled talent

**Attracting
investment and talent**

Attract

Attracting investment and talent to build a stronger R&D and manufacturing base

A policy environment that supports long-term investment decisions

- A predictable, innovation-friendly policy environment
- An environment that attracts talent and expertise from Japan and abroad
- Infrastructure to support investment in R&D and advanced manufacturing

Efficient clinical development, regulatory approval and adoption of innovative technologies turn scientific advances into treatments faster

**Faster development
and adoption**

Accelerate

Bringing research advances to patients more quickly

Enabling research findings to become treatments

- A stronger clinical trial environment to support efficient clinical development
- Fast, efficient regulatory approval processes
- Rapid adoption of innovative technologies in clinical practice

Timely access to innovation improves health outcomes, healthcare efficiency and economic productivity

Delivering the medicines patients need

Access

Access to the treatments patients need, without unnecessary delays

Removing barriers to patient access

- A policy environment that prevents delayed or forgone medicine launches
- A smoother path from approval to reimbursement and clinical adoption
- Accelerating patient access to new modalities

We look to Japan to implement its policy direction quickly and consistently, advancing innovation, patient access and economic growth together

Requests to the Japanese government

	Drug pricing reform that appropriately rewards innovation Appropriate value assessment at launch and stable, predictable drug pricing throughout the patent period
	Promote investment in advanced manufacturing technologies and infrastructure Alongside pricing reform, create a predictable investment environment to attract investment in advanced manufacturing technologies and infrastructure.
	Strengthen the clinical trial environment Strengthen the clinical trial environment to support efficient clinical development and further enhance global competitiveness.
	Accelerate patient access to new modalities Accelerate access to new modalities and improve healthcare efficiency and sustainability.
	Deepen Europe-Japan collaboration Deepen scientific collaboration between Europe and Japan through initiatives such as Horizon Europe.

The direction is clear; what matters now is execution.

What Japan stands to gain from greater competitiveness



Greater Patient Access

Earlier access to innovative medicines and more clinical trial opportunities.



More Investment & Economic Growth

More R&D and advanced manufacturing investment, creating skilled jobs and economic growth.



Resilience & Innovation Leadership

More secure medicine supplies and a stronger role in global healthcare innovation.



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Thank you

