

To all members of the press

10<sup>th</sup> October 2024  
EFPIA Japan

**EFPIA Day 2024 Press Event**  
**EFPIA President Lars Fruergaard Jørgensen Presented  
European Examples of Public-Private Dialogue**  
**- Working Together, to Elevate the Life Science Sector in Japan -**

**EFPIA Japan Chair Takahiko Iwaya Presented the Necessity of a  
Comprehensive Strategy from Drug Discovery to Patient Access**  
**- Balancing Innovation and Healthcare Sustainability -**

The European Federation of Pharmaceutical Industries and Associations (EFPIA, headquarters: Brussels, Belgium) and General Incorporated Association EFPIA Japan are committed to delivering innovative therapeutics and vaccines that improve the quality of life to patients as quickly as possible, and advocate for the importance of improving the drug development environment and the drug pricing system.

At the EFPIA Day 2024 press event, which took place today, Thursday, October 10, **EFPIA President, Lars Fruergaard Jørgensen called on Japan to strengthen its life science ecosystem for the benefit of patients and society. He included European examples of Public-Private dialogue. EFPIA Japan Chair, Takahiko Iwaya urged the necessity of a comprehensive strategy from drug discovery to patient access.**

**EFPIA President, Lars Fruergaard Jørgensen outlined three proposals to strengthen Japan's life science ecosystem**

• Proposal 1: Maintaining political ambition

EFPIA welcomes that the Japanese government has taken an important step forward by positioning the pharmaceutical industry as a strategic core sector and recognizing it as a sector that contributes to economic growth. EFPIA hopes that the government will continue to maintain this goal in the future. The pharmaceutical industry is one of the most important investment destinations, with significant ripple effects throughout the economy, and plays an important role in job creation. Furthermore, it can contribute to labour productivity by positively impacting the health of the population.

• Proposal 2: Broadening commitment to the life science sector across government and institutions

EFPIA introduced some examples of public-private dialogue in Europe as a reference and called on the Japanese government to create a council for cross-ministry and industry-academia-private sector participation. EFPIA also hopes that the Japanese government secures a budget to implement the strategic objectives of the "Gate Opening Summit for Innovative Drug Discovery".

• Proposal 3: Continuing to strengthen market conditions and addressing regulatory hurdles

EFPIA believes that the improvement of existing policies and regulations is a necessary step toward creating a more attractive and competitive life science ecosystem that promotes innovation. This includes an improved framework for a drug pricing system that evaluates innovation and the elimination of barriers to innovation in Japan's regulatory environment.

In closing, President Jørgensen expressed willingness to collaborate with the new government and cabinet to strengthen Japan's life science sector for the benefit of patients, society, and the economy.

**EFPIA Japan Chair, Takahiko Iwaya presented the necessity of a comprehensive strategy from drug discovery to patient access**

The year 2024 has seen positive movements in Japan's pharmaceutical market. The drug pricing reform includes changes in the premium for new drug creation and the establishment of a new rapid introduction premium, which are seen as positive steps towards rewarding innovation. These reforms are considered the first step towards resolving the drug lag/loss issue.

At the Drug Discovery Ecosystem Summit held by the government in July this year, which gathered stakeholders in drug discovery and relevant cabinet ministers, the pharmaceutical industry was positioned as a key growth industry, and it was announced that the government would promote concrete measures and projects to strengthen drug discovery capabilities along with the launch of a Public-Private Dialogue. EFPIA Japan positively acknowledges and supports these reforms.

Further, EFPIA Japan called for the following discussion to achieve its vision of the desired future for the health of the people and society in Japan.

- Organize a multi-stakeholder discussion platform among patients, the private sector, industry, government, and academia and ensure that patient voices are reflected in the discussions, while leveraging the expertise of the EU.
- Engage in broad discussions through this framework on the value chain from upstream to downstream to promote innovation through R&D, improve the regulatory environment, establish an appropriate and transparent drug pricing system that reflects the value of innovative medicines, realize an efficient and high-quality healthcare environment, and ensure patient access to treatment. Specifically:
  - Implement drug pricing reforms, including reform of new drug pricing and revisit of off-cycle price revisions, to create an attractive pharmaceutical market that draws foreign investment.
  - Continue to discuss improvement of the R&D and regulatory environments, including international harmonization in the clinical trial environment and improvement of drug evaluation processes.

Without a robust downstream strategy, including a transparent and predictable drug pricing system and access to efficient and innovative healthcare, it is difficult for companies to consider the market worth investing in, ultimately hindering innovation.

EFPIA Japan is committed to contributing to building a sustainable pharmaceutical industry ecosystem that encompasses to value chain from drug discovery to pharmaceutical affairs, and pricing and reimbursement.

**“EFPIA Day 2024 Press Event” Details**

**Date: Thursday, October 10, 2024 Location: Muromachi Mitsui Hall & Conference**

The European Federation of Pharmaceutical Industries and Associations (EFPIA, headquarters: Brussels, Belgium) and General Incorporated Association EFPIA Japan held “EFPIA Day 2024 Press Event” on Thursday, October 10. The event featured lectures by EFPIA President Lars Fruergaard Jørgensen and EFPIA Japan Chair Takahiko Iwaya, as well as a special lecture entitled: “Current Status and Challenges of Utilizing Medical Data in Japan and Precedent Cases in Europe” by Akira Morita, Emeritus Professor of the University of Tokyo and Director & President of the Next Generation Fundamental Policy Research Institute (NFI).

## <About EFPIA>

The European Federation of Pharmaceutical Industries and Associations (EFPIA) (<http://www.efpia.eu>) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 37 national associations, 40 leading pharmaceutical companies and a growing number of small and medium-sized enterprises (SMEs), EFPIA's mission is to create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.

Established in April 2002, EFPIA Japan (<http://efpia.jp/>) represents 23 R&D-based European pharmaceutical companies operating in Japan. In 2023, combined sales from the member companies accounted for roughly 28% 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.

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