

# Trade mission to Japan: Pharma and Bio

## 28 September – 2 October 2009

The Japanese pharmaceutical market is the second largest in the world with sales over US\$58.0 billion in 2007. Most opportunities will be in drug development and bio/pharma related devices/equipment/services including platform/enabling technologies.

UK Trade & Investment (UKTI) is organising a Trade mission to Japan for UK companies active in the pharma and biotechnology sector. All UK registered pharma/biotechnology companies are eligible to participate in the mission.

The British Embassy Tokyo and the Consulate-General Osaka will be working closely with the mission organiser to create a programme that will add real value to companies coming to Japan with the mission. Participation by those offering innovative products/technologies and services are most welcome.



### Support provided and cost of participation

Basic participation in this mission to Japan is £250. The amount helps to cover the costs of hiring the venues and organising the events.

Benefits include:

- Mission briefing
- Seminars and networking receptions in both Tokyo and Osaka
- One-to-one meetings when requested by Japanese companies
- Pre-publicity and mission brochure
- Free time to organise own meetings and pursue own leads

 BRITISH AIRWAYS

UKTI can help your overseas business strategy take flight thanks to an offer from British Airways. The airline has provided UKTI with international return flights to help UK SMEs expand their business to new markets. Flights have been allocated to this Trade Mission to Japan but are subject to some restrictions and availability.

### Premium standard Mission participation

For companies new to Japan, we recommend you consider carrying out a research report on the market. UKTI offers a chargeable research service called Overseas Market Introduction Service (OMIS). Costs vary between £490-£9,800 depending on client requirements. Commissioning and delivery of the service are handled by your local UKTI team or devolved territorial administration. To locate your nearest team, please visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) or call +44 (0)20 7215 8000.

Since this process takes time, we would like to receive your OMIS order by **Friday 17 July 2009**

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## Sunday 27 September

Arrive at Tokyo, Japan

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## Monday 28 September (Tokyo)

All events will take place at the **British Embassy Tokyo**

- **am** – Mission Briefing and case study (tbc)
- **pm** – Mission Seminar

\*15 minutes presentation by each company with simultaneous interpretation.

- **evening** – Networking reception

\*All mission members are encouraged to attend this and if possible present at this event.

\*One-to-one meetings will be arranged during the seminar where there is a request from Japanese companies.

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## Tuesday 29 September (Tokyo)

Own arrangement. One-to-one meetings will be arranged where there is a request from Japanese companies.

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## Wednesday 30 September (Tokyo)

- **am** – Own arrangement
  - **pm** – Travel to Osaka
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## Thursday 1 October (Osaka)

All events will take place at Hilton Osaka

- **am** – Own arrangement. One-to-one meetings will be arranged where there is a request from Japanese companies
  - **pm** – Mission Seminar (same format as the seminar in Tokyo)
  - **evening** – Networking reception
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## Friday 2 October (Osaka or Tokyo)

Own arrangement

## UK Trade & Investment support

Travel grants for mission delegates who are new to exporting may be available through their local International Trade Teams based throughout England. To locate your nearest team, please visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) or call +44 (0)20 7215 8000.

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## Travel and accommodation

Delegates will be responsible for their own travel arrangements, accommodation and subsistence. Special rates have been negotiated for UKTI trade mission delegates on hotel rates (see attached pages).

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## Register interest

Please register your interest in joining this mission by completing the attached company profile and submitting it to Mina Joshi on [mina.joshi@uktibiotech.org.uk](mailto:mina.joshi@uktibiotech.org.uk).

The deadline for registering is **Monday 3 August 2009**

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## Additional information:

BioJapan (<http://expo.nikkeibp.co.jp/biojapan/>)

BioJapan 2009 exhibition is one of the leading exhibitions in the bio/pharma sector in Japan. This will be held on 7-9 October 2009, the week following the Bio Trade Mission. If you are interested in the event, please access the URL above.

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## Information on hotels

Delegates to make their own arrangements. We recommend the following hotels with specially negotiated rates. When making a booking, please inform them that you are a member of 'UK Bio Mission to Japan' and make reference to either the British Embassy in Tokyo or the British Consulate-General in Osaka.

### TOKYO

#### New Otani Hotel (Tokyo)

Address: 4-1, Kioi-cho, Chiyoda-ku, Tokyo 102-8578

Contact: Mr Tsutomu Katsuki, Government Room Sales Div, Hotel New Otani

Tel: +81 3 3221 2666 or 2726

Fax: +81 3 3239 2632

Email: [govsales@newotani.co.jp](mailto:govsales@newotani.co.jp)

URL: [www.newotani.co.jp](http://www.newotani.co.jp)

Rate: 23,300 yen/double or twin room single occupancy inclusive of 5 per cent tax, service charge and breakfast 20,990 yen/double or twin room single occupancy inclusive of 5 per cent tax, service charge and exclusive of breakfast.

## Information on hotels

### TOKYO

#### Grand Prince Hotel Akasaka (Tokyo)

Address: 1-2, Kioi-cho, Chiyoda-ku Tokyo 102-8585

Contact: Ms Akari Hiratani, Sales Representative

Email: [ph-ahiratani@princehotels.co.jp](mailto:ph-ahiratani@princehotels.co.jp)

URL: [www.princejapan.com/GrandPrinceHotelAkasaka/](http://www.princejapan.com/GrandPrinceHotelAkasaka/)

Tel: +81 3 3234 1155 (Direct)

Fax: +81 3 3234 5566

Rate: 18,500 yen – double or twin room single occupancy inclusive of service charge, 5 per cent tax and breakfast.

### OSAKA

#### Hilton Osaka

Address: 1-8-8 Umeda, Kita-ku, Osaka 530-0001

Contact: Mr Eizou Takagaki, Senior Account Executive, Hilton Osaka

Email: [eizou.takagaki@hilton.com/RoomReservations.Osaka@hilton.com](mailto:eizou.takagaki@hilton.com/RoomReservations.Osaka@hilton.com)

URL: [www1.hilton.com/en\\_US/hi/hotel/OSAHITW-Hilton-Osaka-hotel/index.do](http://www1.hilton.com/en_US/hi/hotel/OSAHITW-Hilton-Osaka-hotel/index.do)

Tel: +81 6 6347 7572

Fax: +81 6 6347 7220

Rate: 22,800 yen – Single occupancy of twin or double room inclusive of service charge, 5 per cent tax and breakfast.

#### Hotel New Hankyu Osaka

Address: 1-1-35, Shibata, Kita-ku, Osaka 530-8310

Contact: Mr Yoshinobu Toda, Reservation & Sales, Reservation Department,

Email: [reservation@newhankyu.co.jp](mailto:reservation@newhankyu.co.jp)

URL: [www.hankyu-hotel.com/en/index.html](http://www.hankyu-hotel.com/en/index.html)

Tel: +81 6 6372 6600

Fax: +81 6 6374 6885

Rate: 16,000 yen – Single occupancy of twin or double room inclusive of service charge, 5 per cent tax and breakfast.



UK Trade & Investment is the government organisation that assists overseas companies to set up or locate their business in the UK's vibrant economy. We also help UK-based companies succeed in international markets.

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

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