

# Kansai Pharmaceutical Industries Association (KPIA) Vision 2025



~Challenge from Kansai for the Realization of  
a "Society of Health and Longevity"~

## LEAFLET

Established by the Kansai Pharmaceutical Industries Association on September 25, 2017  
(renamed from the Osaka Pharmaceutical Manufacturers Association on January 1, 2018)

### Background and Objectives of Vision

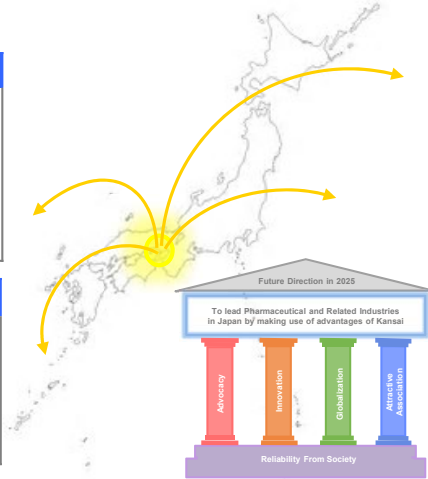
- i) Big change in the environment surrounding the pharmaceutical and related industries
- ii) Unipolar concentration of Tokyo
- iii) Economic recession, a declining population and aging population in Kansai

To aim at the local organization having strong presence in response to the social requests, we developed our vision to indicate our future direction.

### Composition of Vision

Our vision consists of "Basic Principle", "the Aim of Establishment", "Future Direction in 2025" and "Strategy and Tactics".

We developed our vision based on a local organization in Kansai and an industry association assembled various pharmaceutical and related companies.

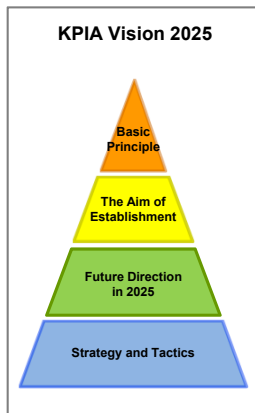


## Basic Principle

We contribute to the realization of a "society of health and longevity" through the sound development of the pharmaceutical and related Industries.

## The Aim of Establishment

We, the local organization, aim at the contribution to the realization of a "society of health and longevity" by making use of the advantages of Kansai, and through strengthening joint collaboration, mutual understanding, and enlightenment among various stakeholders including our members, and through the sound development of the pharmaceutical and related Industries.



## Future Direction in 2025

To Lead Pharmaceutical and Related Industries in Japan  
by Making Use of Strengths of Kansai

### 1. Advocacy

To contribute to the growth of the pharmaceutical and related industries through the positive policy advocacy to national and local governments and its realization.

### 2. Innovation

To contribute to promotion of innovation and extension of healthy life expectancy through strategic efforts in the healthcare field by making use of the advantages of Kansai.

### 3. Globalization

To promote further globalization in the pharmaceutical and related industries through supporting International business activities.

### 4. Attractive Association

To perform attractive activities through addressing the various needs and challenges from our members.

### 5. Reliability from Society

To earn the trust and reputation of society through continuous efforts through activities such as strengthening of compliance as local organization dealing with healthcare products.

## [Business Plan to Realize our Future Vision]

Five Pillars	Strategy	Target for FY2020 (First Half of the Medium-Term Business Plan)	Vision 2025
Advocacy	Actively make proposals regarding measures that will help the development and growth of member companies and the communities and proposals regarding rationalization of the regulations Make proposals related to governmental policies, and strengthen the function of KPIA to realize those proposals		Contribute to the competitive and sound growth of pharmaceutical industries
Innovation	Activities to promote innovation by making use of the strengths of Kansai Develop new healthcare fields from the Kansai Area (develop and form new markets) Close cooperation with related parties, including cooperation with local governments, wide area administrative union, academia, organizations, clusters and companies	1) Change the name of the Association and revise its by-law 2) Committees, realization of the Vision Task forces will plan and implement business plans	Contribute to the promotion of innovations and extension of healthy life expectancy
Globalization	Support member companies in expanding their pharmaceutical business into the U.S., Europe and Asia (such as China, India, Korea, Taiwan and ASEAN countries) Support development of globally competent human resources Distribute information to other countries	3) Strengthen the cooperation with interested organizations and local government in the Kansai Area 4) Establish a network to identify and address diverse needs of member companies, etc.	Promote further globalization of pharmaceutical industries
Attractive Association	Strengthen the function of KPIA to meet diverse needs of member companies and solve their problems Improve services to member companies Strengthen the foundation for KPIA's activities		Conduct attractive activities of KPIA
Reliability from society	Strengthen public relations activities Promote and support continued compliance activities of member companies Enhance social activities		Earn high reputation and reliability from society

## [Strengths of Kansai]

### Strengths of Kansai for Pharmaceutical and Related Industries

- > Integrated pharmaceutical and related industries typified by Dosho-Machi
- > Integrated manufacturers having creative and advanced technologies in the variety of fields
- > Consolidated presence of universities and research institutes related life science field
- > Consolidated science and technology at the highest international level for creating new drugs
- > Consolidated agencies for supporting and consulting drug discovery performed by academia and industry
- > Proactive initiatives by local government for promotion of pharmaceutical and related industries
- > Regions having a long history for gathering people, goods and information, and for interacting each other with Asia, Europe and America
- > Presence of international distribution centers for import-export logistics such as Kansai International Airport