

TABLE OF CONTENTS

May 31, 2010

No. 2190

BUSINESS

- 1 Takeda President Yasuchika Hasegawa Elected JPMA President
 - Daiichi Sankyo President Takashi Shoda Elected FPMMAJ President
- 3 JPMA Proposes Specific Measures for Growth Strategy
 - JPMA to Prepare Leaflets to Explain New Pricing System
- 3 Mr Shoda Elected President of Industry's FTC
 - Number of Code Violation Cases Shoots Up to 17 in FY2009
- 4 Sales of Top-8 Domestic Companies Up 2.7%
- 6 Taisho: Sales of Ethical Drugs Up 4.8% to ¥99,590 Mil.
 - Taisho Toyama to Market New Drugs, Fujifilm Pharma Generics
- 7 Ono: Sales Down 0.4% Due to Competition with Generics
 - ONO-4641 to Be Best-in-Class for MS
 - To Submit at Least 6 Applications in 2010
- 8 Santen: Sales Up 8.8% Driven by Tapros, Hyalein
 - Tafluprost to Drive Business
 - Chairman Takakazu Morita Steps Down
- 9 Kyorin: Mainstay Products Drive Sales Up 9.8% to ¥99.8 Bil.
 - Aiming at ¥140.0 Bil. in Sales in FY2015
 - Enhancing Focus on Respiratory, Urological Diseases
 - Chairperson Hiroko Ogiwara to Retire
- 11 Kaken: Sales Up 2.5% to ¥85 Bil. Driven by Artz
 - Confident about Further Increases in Sales of Artz
- 12 Mochida: Sales Up 4.5% to ¥78.5 Bil. Driven by Epadel
- 12 Nippon Shinyaku: Pharm. Sales Up 3.6% Driven by Mainstay Products
- 13 Kissei: Sales Down 3.7%, Off-Patent Products Struggle
 - Kunio Kanzawa to Step Down
- 14 Medipal: Sales Up 3.3% to ¥2,546 Bil.
 - Aiming at Reducing Yakkasa 1.5-2 Points
- 15 Alfresa HD: Sales Up 6.4% to ¥2,059.2 Bil.
 - New Mid-Term Plan Calling for ¥2,400 Bil. Sales in FY2012
 - Aiming at Reducing *Yakkasa* by at Least 2 Points
 - Tampei Nataka to Become Alfresa's wholly-Owned Subsidiary
- 16 Suzuken: Operating Profits Down 14.5% Despite 4.9% Increase in Sales
 - *Yakkasa* Must Be Cut to Expand Market: Mr Ota

- 16 Toho HD: Sales Top ¥1 Trillion Benchmark
 - Wholesalers Need to Determine Their Final Costs Earlier: Mr Matsutani
- 17 Settle Prices on a Product-by-Product Basis: Mr Matsutani
- 18 *Koroshō* Completes Hearings of Wholesalers on Changes in Business Practice
- 18 Pletaal No. 1 on HP Market, Ecard on GP Market
- 20 **BUSINESS NEWS IN BRIEF**
 - Shionogi Returns Moxifloxacin to Bayer Yakuhin
 - Bufexamac to Be Withdrawn From EU Market

GENERICS

- 21 Nippon Universal Renamed Zydus Pharma
- 21 Sawai: Sales Exceed ¥50.0 Bil. Benchmark
- 22 Towa: Strong Growth in Sales to Pharmacies Drive Business
- 22 Nippon Chemiphar: Sales, Profits Up Driven by Generics
 - Making Nihon Pharm. Ind. Wholly-Owned Subsidiary

R&D

- 23 Rufinamide to Enter PIII in Japan: Eisai
- 22 **R&D NEWS IN BRIEF**
 - Bayer Initiates PIII of Regorafenib in mCRC
 - Sosei Initiates PIII for QVA149
 - 9-Valent HPV Vaccine under Development in Japan: Banyu
 - Roche, Biogen Idec Discontinue Development of Ocrelizumab for RA

COMMENTARY

- 24 **Maurer's Healthcare Insight (122)**
 - The Galapagos Factor: P. Reed Maurer

MEDICAL FACILITIES & NURSING CARE

- 26 2 Advanced Therapies Recommended for Combination with Insurance-Covered Therapies
- 26 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
 - Fully Explain Characteristics of Asthma to Patients to Improve Compliance: Prof. Ohta
 - Insomnia Increases Risk of Diabetes: Prof. Watanabe

REGULATORY

- 27 **REGULATORY NEWS IN BRIEF**
 - Crestor Indicated in EU for Prevention of Major CV Events: AZ