

TABLE OF CONTENTS

July 19, 2010

No. 2197

BUSINESS

- 1 Victoza to Drive Sales of Novo Nordisk to ¥100.0 Bil.
- 2 OHARA Pharm. Licenses Erwinase from EUSA Pharma
- 2 Shionogi, Galderma Boost Acne Patients Educational Campaign
 - Expected Peak Sales Achieved 3 Years Ahead of Schedule
- 3 Banyu Invite 200 Employees to Early Retirement Program
- 3 **ONTHEMOVE**
 - François Léger Appointed as General Manager of Galderma Japan
- 4 Maruishi Aims at Sales of ¥50.0 Bil. in Mid Term
 - Double-Digit Growth in Profits
- 4 Over 50% of Major Drug Makers Hire Fewer New Graduates
 - 3 of Top-4 Generic-Only Makers Increase Their Number of MRs
- 5 **Statistics**
 - Ethical Drugs' Sales Remain Flat in May: Crecon Report
- 8 Rezaltas Remains No. 1 in HP Market
- 8 **BUSINESS NEWS IN BRIEF**
 - Daiichi Sankyo to Integrate Ranbaxy's NDDR
 - Toa Eiyo: Sales of Long-Listed Drugs Continue to Drop
 - Alfresa Pharma to Take Over Tofranil from Novartis
 - AZ to Develop Promotional Methods Not Using MRs
 - Shionogi Wins Patent Infringement Lawsuit over Crestor in US
 - Astellas, Teva Reach Settlement Agreement on Vesicare Patent Lawsuit
 - MCI to Provide Contents of Online Version of NEJM
 - Health & Welfare Cooperative Union to Consider Joint Purchase of Drugs
 - JMA Concerned about Promotional Use of Medical DB by Drug Firms
- 11 **NEWPRODUCTS**
 - Takeda Simultaneously Launches 3 Products

GENERICIS

- 12 Multiple Companies to Launch Generics of Pariet
- 12 Nichi-Iko to Promote Generic of Amaryl with sanofi-aventis' Support
 - Competing with Major Players by Providing Information Useful for Customers
 - Entering Southeast Asian Market in Alliance with DKSH Group
 - Record-High Sales Driven by New Premiums for Generics Dispensing System
- 14 Teva-Kowa Aims at Sales of ¥20.0 Bil. in 2010
- 14 High Sales Cost Major Problem for Generics Business in Japan
 - Global Production Sites Useless for Doing Business in Japan

R&D

- 15 Nippon Shinyaku to Start Clinical Trials for RNA Drugs in FY2013
- 15 6 Firms to Receive Subsidies to Enhance New-Type Flu Vaccines Production Capacity
- 16 Pfizer's ALK Inhibitor to Be Launched in 2012: Dr Wagner of Kantar Health
- 16 **Bio Expo Japan**
 - Alliances to Be Accelerated in Drug Discovery: Dr Nishikawa of NBI
 - Acquisition of New Platform Technologies Key for R&D: Dr Odaka of Takeda
 - Merck to Develop Biosimilars: Dr Wiederrecht
- 17 **R&D NEWS IN BRIEF**
 - SymBio Enters PII for Bendamustine for Multiple Myeloma
 - Banyu to Recruit Subjects in More Prefectures for PII Trial of MK-8669
 - Torii to Enter PIII for Sublingual Desensitization Therapy for Pollinosis
 - GW, Otsuka to Extend Cannabinoid Research Collaboration for 3 Years
 - Linagliptin Effective for Controlling Blood Glucose both in Mono-, Combination Therapy
 - JZOLOFT Found Non-Inferior to Paxil: Pfizer Japan

REGULATORY

- 19 PMDA to Identify Challenges for Prior Assessment System
- 19 Procedures Changed for Applications Based on Data from Public Domain
- 20 JPMA Asks Member Companies Not to Talk about New Drug Development Premium
- 20 **REGULATORY NEWS IN BRIEF**
 - Seikagaku Submits Amended PMA for Gel-200 to the FDA
- 21 **TOPICS**
 - Number of DPC Hospitals Increases to 1,391

MEDICAL FACILITIES & NURSING CARE

- 21 *Koroshō* to Create Subcommittee on Vaccines Not Covered by Periodic Programs
 - Need for Exemption of Out-of-pocket Payment Pointed Out
- 21 *Koroshō* Announces Data on Subsidies Provided by Local Gov't for Vaccinations
- 22 GL Published by *Koroshō* for Evaluation of Oral Hypoglycemic Agents
 - Q&A Specifies Drug Categories to Be Evaluated in Combination
- 23 Some Diseases Can Be Prevented Only by Vaccines: Dr Sonobe

SELF-MEDICATION

- 23 **SELF-MEDICATION NEWS IN BRIEF**
 - Oxiconazole-Based OTC Drugs Approved for Vaginal Candida