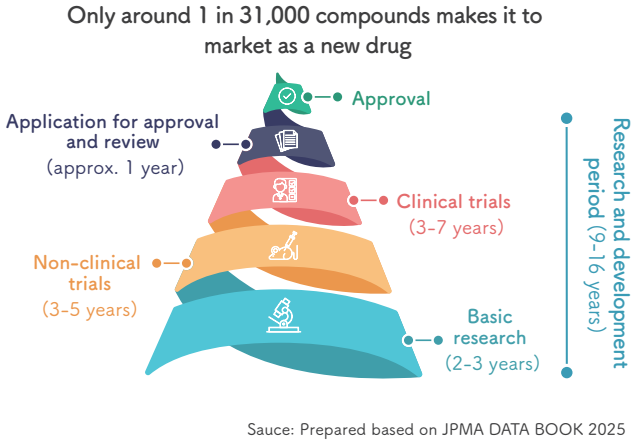


The path to new drug creation

In basic research, various fundamental types of testing are conducted on the properties of substances that form the basis of new drugs and their relationship to diseases. Later, their safety and effectiveness are verified through non-clinical trials conducted on animals and cells, and clinical trials on humans. After being reviewed and approved by the Health Authority, they can finally be released on the market. This process requires between 9 and 16 years. Furthermore, only around 1 in 31,000 of all such chemical compounds are launched as new drugs. Pharmaceutical companies invest considerable time and effort to create pharmaceutical products that protect human life.



Japan’s superior drug discovery capabilities

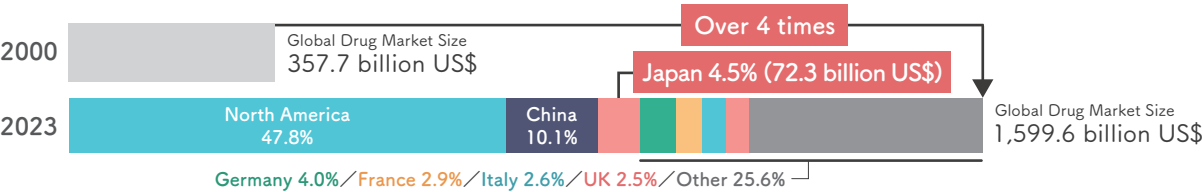
The technology used to develop new drugs is so advanced and complex that there are only a few countries in the world that create new drugs. Among them, Japan boasts the world’s sixth largest drug discovery capability. There is very stiff competition around the world for the development of new drugs. In order to continue to be one of the world’s leading countries in the creation of new drugs, it is necessary for Japan to maintain ongoing research and development capabilities. JPMA’s member companies will continue to engage in aggressive research and development.

Note: The breakdown is made according to nationality of the company to which the patent(s) belong.  
Source: Copyright© 2025 IQVIA. Created by OPIR based on IQVIA World Review Analyst, Data Period 2023, IQVIA Pipeline & New Product Intelligence, Evaluate Pharma® (as of November 2024), Clarivate Cortellis Competitive Intelligence (Reprinted with permission).  
Reference: OPIR Views and Actions No. 74 (March 2025), JPMA

A Global View of Japan’s Drug Market Size

Over the 24 years from 2000 to 2023, the global pharmaceutical market expanded to more than four times its size, clearly demonstrating remarkable growth of the industry worldwide. In contrast, although the Japanese market has shown limited growth during this period, it maintains its position as the world’s third-largest pharmaceutical market, with sales totaling USD 72.3 billion, which is still a substantial figure by global standards.

Global Drug Market (2000→2023)



Note: The values represent changes in the shares of total market prices in each year in the above graph as 100% of total market prices  
Source: Copyright© 2025 IQVIA. Prepared by the Office of Pharmaceutical Industry Research based on IQVIA World Review, Data Period – Year 2000-2023 (Reprinted with permission)

Co-creation

Building the Future of Healthcare and  
New Value through Co-creation and Innovation

It is a great honor to have been appointed President of the Japan Pharmaceutical Manufacturers Association (JPMA). First and foremost, I would like to express my deepest respect for the immense contributions of all those who have dedicated themselves to the development of the Japanese pharmaceutical industry, and my sincere gratitude for the opportunity to undertake this significant responsibility.

The mission of pharmaceutical companies is to leverage the most advanced scientific technologies to develop new drugs with higher efficacy and assured safety, and to deliver them promptly and consistently to patients in need. The discovery and development of innovative medicines not only provides new treatment options but also contributes to the optimization of health care costs and the improvement of patients’ Quality of Life (QOL). In recent years, groundbreaking new drugs have been successively emerging in fields such as cancer, rare diseases, and dementia, and we aim to further accelerate research and development of innovative new drugs.

The societal value of pharmaceuticals and the potential of the industry are also emphasized in the Japan’s growth strategy. In addition to revitalizing the domestic market, promoting Japan’s advanced technologies through global expansion will contribute to the sustainable growth of the national economy. Particularly with the growth of emerging markets, primarily in Asia, we believe that the significance of Japanese pharmaceutical companies increasing their presence in these regions will continue to grow.

Central to JPMA’s industry vision is the concept of “Co-creation” from a patient perspective, aiming to realize “patient and citizen-participatory drug discovery” and, beyond the scope of drug discovery, to achieve a sustainable society where all citizens can live long and healthy lives. To achieve this, it is indispensable to promote healthcare digital transformation through the utilization of medical data and AI. We will continue to engage in dialogue with various stakeholders, including patients, government, healthcare professionals, and academia, to jointly create new value for society, thereby guiding Japanese healthcare in a better direction.

Our ultimate goal as pharmaceutical companies is to bring about a society where all people can lead healthy and prosperous lives. We will further promote innovation in the pharmaceutical industry to establish a sustainable social security system and contribute to the development of Japanese healthcare and economy.

Bringing New Drugs to Everyone  
Who Wishes Good Health

Japan Pharmaceutical  
Manufacturers Association  
Nihonbashi Life Science Bldg.  
2-3-11 Nihonbashi-honcho,  
Chuo-ku, Tokyo 103-0023  
TEL. 03-3241-0326  
FAX. 03-3242-1767

<https://www.jpma.or.jp/english/>



@Seiyakukyou



President of JPMA Asuka Miyabashira

Profile

April 2004: Joined Takeda Pharmaceutical Company Limited  
October 2009: Marketing Department  
April 2014: Medical Affairs Department  
June 2017: Business Operations, Takeda Indonesia  
September 2019: Country Manager, Takeda Vietnam

April 2021: Branch Manager, Kyushu-Okinawa Branch, JPBU  
April 2022: Head, Neuroscience Business Unit, JPBU  
April 2024: President, Japan Pharma Business Unit (JPBU) (current)  
May 2025: President of JPMA (current)

Japan Pharmaceutical Manufacturers Association Guide 2025

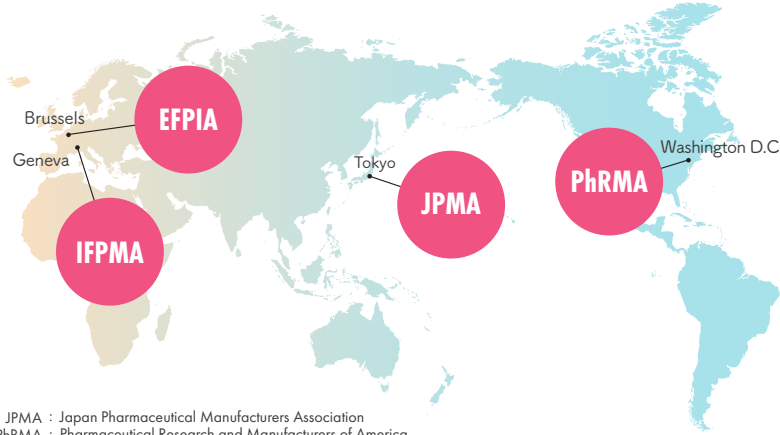
JPMA Guide  
2025

The Japan Pharmaceutical Manufacturers Association (JPMA) is a voluntary organization comprising 69 research and development-based pharmaceutical companies (as of September 1, 2025). Since its foundation in 1968, with the mission of realizing patient-oriented healthcare, JPMA has contributed to the development of global healthcare through the research and development of innovative pharmaceutical products.

In recent years, the diversification of medical needs and the rapid advancement of life science technologies have made drug discovery complex and sophisticated. To address these changes, JPMA is promoting the establishment and strengthening of a drug discovery ecosystem through industry-academia-government collaboration. In addition, JPMA is focusing on resolving common issues within the pharmaceutical industry and fostering a deeper public understanding of pharmaceuticals. These activities are primarily developed through committees and specialized organizations composed of members from various member companies, leading to policy recommendations and enhanced dialogue with society.

Internationally, JPMA operates as one of the major pharmaceutical associations alongside the Pharmaceutical Research and Manufacturers of America (PhRMA) and the European Federation of Pharmaceutical Industries and Associations (EFPIA). JPMA participates as a founding industry member in the International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH) to develop international regulations, and contributes to improving access to medicines in Asia by leading the Asia Partnership Conference of Pharmaceutical Associations (APAC). Furthermore, as a member of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), JPMA addresses various global health issues, including improving access to medicines, protecting intellectual property, combating infectious diseases, and promoting the Sustainable Development Goals (SDGs).

Moving forward, JPMA will further strengthen its collaboration with domestic and international organizations and various stakeholders to enhance the transparency and trustworthiness of the entire Japanese pharmaceutical industry and ensure its continued sound development. Through co-creation with the public, including patients, JPMA will drive innovation and contribute to improving the health and Quality of Life (QOL) of people worldwide.



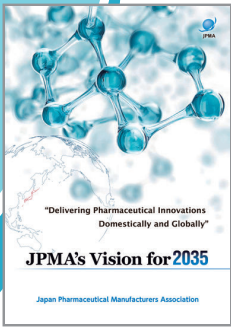
JPMA : Japan Pharmaceutical Manufacturers Association  
PhRMA : Pharmaceutical Research and Manufacturers of America  
EFPIA : European Federation of Pharmaceutical Industries and Associations  
ICH : International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use  
APAC : Asia Partnership Conference of Pharmaceutical Associations  
IFPMA : International Federation of Pharmaceutical Manufacturers & Associations

Bringing New Drugs  
to Everyone Who Wishes  
Good Health



JPMA's Visions

JPMA has formulated the JPMA's Vision for 2035, which depicts the ideal state a decade from now. This vision, grounded in the concept of Co-creation from a patient-centered perspective, serves as a compass for co-creating innovative news drugs and building a society where these drugs can be reliably delivered to patients who are waiting for them, together with patients, the public, and the government. To embody this vision, JPMA has also developed the JPMA's Policy Proposals for 2025, offering recommendations for a unified public-private industrial strategy.



JPMA's Vision for 2035



JPMA's Policy Proposals for 2025



(Available in Japanese only)

JPMA's Vision for 2035  
Delivering Pharmaceutical Innovations Domestically and Globally

01



Innovation

Consistently produce innovations to benefit health spans and the economy

- Pharmaceutical innovations
- Leading-edge scientific technology
- Pharmaceutical manufacturing technology
- Domestic manufacturing infrastructure
- Making Japan a science and technology powerhouse
- Fostering highly skilled talent
- Drug discovery that involves patients and the public
- Drug discovery ecosystem
- Job creation
- Well being
- Economic growth

\* Patient and Public Involvement/Engagement

02



Access

Bring innovative new drugs to the public more quickly to enhance health security

- A social security system that gives patients swift access to "the latest treatments" and stable access to "global-standard treatments"
- Positive investment cycle
- Building an attractive domestic market
- Drug pricing that properly factors in the worth of innovation
- Health security for Japan

03



Trust

Commit to ethical conduct and transparency to foster trust in the pharma industry

- Sustainable Development Goal 3 (Ensure healthy lives and promote well-being for all at all ages)
- Overcome the social challenges raised by Japan's aging population
- Ethical soundness, code of behavior, and transparency
- Boost public literacy in health and medicine
- Social significance of pharmaceuticals and the pharma industry
- Encourage the public and younger people to enter the pharma industry
- Climate change
- Environmental issues

Patient and the public perspective

JPMA's Activities and Structure

Under the JPMA Board of Directors, 12 committees composed of member companies and 6 specialized organizations, including the Office of Pharmaceutical Industry Research (OPIR) which functions as a think tank, carry out a wide range of initiatives. These activities aim to establish a robust drug discovery ecosystem for the development of innovative pharmaceuticals, ensure compliance with regulatory frameworks such as the Pharmaceuticals and Medical Devices Act, and build trust with key stakeholders. Each committee and specialized body bring together a diverse pool of talent—from young professionals to experienced experts—working across

organizational boundaries. Through mutual collaboration and constructive exchange, they advance pharmaceutical innovation, promote the appropriate use of medicines, enhance transparency in distribution, foster international cooperation, and formulate policy proposals. In addition, JPMA conducts various surveys and research projects to address industry-wide challenges. By working closely with government authorities, patient advocacy groups, and other relevant organizations, JPMA supports the sound and sustainable development of the pharmaceutical industry.

Co-creation

To envision and shape the future of healthcare, JPMA co-creates value through collaboration both within and beyond the pharmaceutical industry. By engaging in simultaneous and multi-dimensional dialogue with a diverse range of stakeholders, and fostering mutual understanding across sectors, we aim to resolve common challenges and generate new value together.

Please also see the message from JPMA President Miyabashira on the back.

Industrial Infrastructure

Through the activities of its committees and specialized organizations, JPMA develops the infrastructure (foundation) for the pharmaceutical industry to create innovative new drugs, including establishing a drug discovery ecosystem\*, managing regulatory affairs such as the Pharmaceuticals and Medical Devices Act, and building trusting relationships with stakeholders.

\*Drug Discovery Ecosystem: A collaborative framework where pharmaceutical companies, government agencies, universities, and other institutions work together to create innovative medicines.

Committees and Specialized Organizations

Thousands of professionals from member companies participate in JPMA's committees and specialized organizations. They actively engage in a wide range of themes based on business policies, plans, and implementation frameworks.

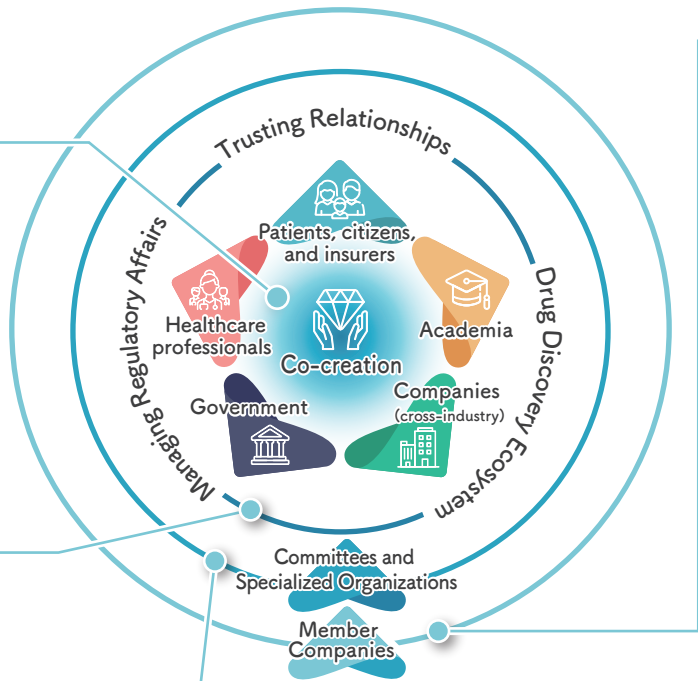
Committees

- Code Compliance Committee
- Pharmaceutical Industry Policy Committee
- Distribution Improvement Committee
- Drug Evaluation Committee
- Quality & Technology Committee
- Biopharmaceutical Committee

- Regulatory Affairs Committee
- Intellectual Property Committee
- R&D Committee
- International Affairs Committee
- Public Affairs Committee
- Patient Cooperation Committee

Specialized Organizations

- Office of Pharmaceutical Industry Research (OPIR)
- Review Board of Ethical Drug Product Information Brochure
- ICH Project
- APAC Project
- Consumer Consultation Review Committee
- Environmental Issue Committee



Member Companies (in alphabetical order)

As of September 1, 2025, JPMA is comprised of 69 research and development-based pharmaceutical companies.

- |  |   |  |
|--|---|--|
| ● AbbVie GK                            | ● KM Biologics Co.,Ltd.                 | ● THE RESEARCH FOUNDATION FOR MICROBIAL DISEASES OF OSAKA UNIVERSITY |
| ● Alfresa Pharma Corporation           | ● Kowa Company, Ltd.                    | ● Sanofi K.K   |
| ● Amgen K.K                            | ● Kracie,Ltd.                           | ● SANTEN PHARMACEUTICAL CO., LTD.                                    |
| ● ASAHI KASEI PHARMA CORPORATION       | ● KYORIN Pharmaceutical Co.,Ltd.        | ● SANWA KAGAKU KENKYUSHO CO., LTD.                                   |
| ● ASKA Pharmaceutical Co.,Ltd.         | ● KYOTO PHARMACEUTICAL INDUSTRIES, LTD. | ● SEIKAGAKU CORPORATION  |
| ● Astellas Pharma Inc.                 | ● Kyowa Kirin Co., Ltd.                 | ● SENJU PHARMACEUTICAL CO., LTD.                                     |
| ● AstraZeneca K.K.                     | ● MARUHO CO., LTD.                      | ● SHIONOGI & CO., LTD.   |
| ● BAYER YAKUHIN, LTD.                  | ● MARUISHI PHARMACEUTICAL CO., LTD.     | ● Sumitomo Pharma CO., LTD.  |
| ● Biogen Japan Ltd.                    | ● Meiji Seika Pharma Co., Ltd.          | ● Sun Pharma Japan Ltd.  |
| ● Bristol-Myers Squibb K.K.            | ● Merck Biopharma Co., Ltd.             | ● TAIHO PHARMACEUTICAL CO., LTD.                                     |
| ● CHUGAI PHARMACEUTICAL CO., LTD.      | ● MITSUBISHI TANABE PHARMA CORPORATION  | ● TAISHO PHARMACEUTICAL CO., LTD.                                    |
| ● DAIICHI SANKYO CO., LTD.             | ● MOCHIOA PHARMACEUTICAL CO., LTD.      | ● TAKEDA PHARMACEUTICAL COMPANY LIMITED                              |
| ● EA Pharma Co., Ltd.                  | ● MSD K.K.                              | ● TEIJIN PHARMA Limited  |
| ● Eisai Co., Ltd.                      | ● NIPPON BOEHRINGER INGELHEIM CO., LTD. | ● TEIKOKU SEIYAKU CO., LTD.  |
| ● ELI LILLY JAPAN K.K.                 | ● NIPPON CHEMIPHAR CO., LTD.            | ● TOA EIYO LTD.  |
| ● Fuji Pharma Co., Ltd.                | ● NIPPON KAYAKU CO., LTD.               | ● TORII PHARMACEUTICAL CO., LTD.                                     |
| ● FUJIFILM Toyama Chemical Co., Ltd.   | ● NIPPON SHINYAKU Co., Ltd.             | ● TSUMURA & Co.  |
| ● FUJIMOTO PHARMACEUTICAL CORP.        | ● NIPPON ZOKI PHARMACEUTICAL CO., LTD.  | ● UCB JAPAN CO., LTD.  |
| ● FUSO PHARMACEUTICAL INDUSTRIES, LTD. | ● NOVARTIS PHARMA K.K.                  | ● Viartis Pharmaceuticals Japan G.K.                                 |
| ● GlaxoSmithKline K.K.                 | ● NOVO NORDISK PHARMA LTD.              | ● WAKAMOTO PHARMACEUTICAL CO., LTD.                                  |
| ● Hisamitsu Pharmaceutical Co.,Inc     | ● ONO PHARMACEUTICAL CO., LTD.          | ● ZERIA PHARMACEUTICAL CO., LTD.                                     |
| ● JANSSEN PHARMACEUTICAL K.K.          | ● OTSUKA PHARMACEUTICAL Co., Ltd.       |  |
| ● JCR Pharmaceuticals Co., Ltd.        | ● PFIZER JAPAN INC.                     |  |
| ● KAKEN PHARMACEUTICAL CO., LTD.       |   |  |
| ● KISSEI PHARMACEUTICAL CO., LTD.      |   |  |

Contributions and challenges in the pharmaceutical industry

Four Key Roles Played by the Pharmaceutical Industry

The pharmaceutical industry is expected to strive for (1) the realization of a society of health and longevity by creating innovative drugs, and (2) the contribution to economic growth in terms of stable tax-paying capacity as well as expansion of investment through assured earnings for the purpose of continuing and energizing R&D activities for new drugs. The pharmaceutical industry is also expected to contribute to (3) the development and spread of scientific technologies through

actions including taking up challenges in cutting-edge fields and promoting industry-academia-government collaboration in the process of vigorous R&D activities.

These contributions by the pharmaceutical industry are greatly anticipated to lead the growth and development of Japan as well as the world through (4) contributions to global health that include disseminating first-rate new drugs to the entire world and exhibiting leadership as one of the few countries developing new drugs.

JPMA Logo



Five Key Messages from the JPMA

1. Contribute to global healthcare through the development of new drugs
2. Drive the Japanese economy as a leading industry
3. Create innovative and highly effective pharmaceuticals
4. Represent companies with outstanding research and development capabilities
5. Promote patient-centered healthcare

Thoughts Behind the Logo

Symbolizing the five messages, the logo expresses the way we continue to move forward with the world. The five arcs encircling and rising from the central sphere express growth and aspiration, while the logo's blue tone evokes a sense of advancement, global outlook, technical excellence, and freshness.