



## Boots on the ground

# Pharmacosmos

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### About Pharmacosmos

Pharmacosmos was established in 1965 by Henry Christensen MD, PhD, who was succeeded by his youngest son Lars Christensen, MD, as CEO in 1993. The company has since its establishment remained an independent family owned company.

Originally, the company was an API manufacturer of dextran powder of clinical grade, pharmacopoeial quality for production of infusion solutions and iron complexes. Now, Pharmacosmos has grown into a pharmaceutical company with several drugs registered and available across the world. However, the core remains the unique competency in dextran manufacturing. In addition to the pharmaceutical business, Pharmacosmos also serve the veterinary pharmaceutical segment with finished products and still supports the raw material market, both in API as well as industrial/manufacturing use.

Pharmacosmos has subsidiaries in US, UK, Ireland, Germany, Sweden and Norway and its products are marketed in more than 80 countries around the world. Its manufacturing facilities are approved, among others, by the Danish Medicines Agency and the US FDA.

The company for many years tried to enter the Japanese market with their pharmaceutical portfolio, but found it challenging, until...

### Pharmacosmos and Japan



In 2015, Pharmacosmos had a change in Business Development with Tobias S. Christensen stepping in as new head of Corporate Development and strategy together with Trade Council alumni Michael Ryde as VP of sales of their human pharmaceutical business.

Together they decided that a new and focused approach towards finding the right Japanese partner was needed.

*“We decided to start from scratch and together with Peter Takizawa, now at the Royal Danish Embassy, we took a detailed look at the Japanese pharmaceutical world, looking at what therapeutic areas the companies are active in and where our products could complement the portfolio of the prospective partners.”* says Tobias.

In order to come with a targeted value proposition as well as to understand where the Pharmacosmos pharmaceuticals could deliver the most value to the patients in Japan, Peter also met with Japanese key opinion leader physicians to investigate the potential.

In December 2016, Pharmacosmos signed a license agreement with Kyoto based pharmaceutical company Nippon Shinyaku.

Michael Ryde comments, *“Through the assistance of Peter, we could see which companies where our product could give the most value and coming into the meetings with information from the Japanese physicians we could come into the meetings with confidence.”*.



With a contract signed for the pharmaceutical products, the next steps for Pharmacosmos was to look at the Veterinary pharmaceutical iron dextran market and investigate the opportunities. Pharmacosmos reached out to the Trade Council in Tokyo. In this case, the investigation showed several challenges and a comparatively small market and the recommendation ultimately was not to spend much money or energy on the Japanese market. Over the years, the Trade Council has also assisted Pharmacosmos in exploring opportunities in the dextran raw material market.

*“Having the Trade Council available to support our business in Japan is very useful. We can avoid the high costs of a fixed retainer and call upon the embassy as needed on a case by case basis and still know that our requests will be handled well and act in our interests, serving as our boots on the ground”* concludes Tobias.

### **What about you?**

The Trade Council in Tokyo can serve as your boots on the ground for activities in Japan and could assist in major activities such as finding the best business partner and doing the due diligence required but can also support your business ongoing according to your needs.

**For any questions please contact :**



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