

**EXHIBIT at “Expanded” BioPharma Pavilion
at the Pharmaceutical Meeting Place in Japan!!**

CPhI JAPAN 2010



Alongside with



21-23 APRIL, 2010

Tokyo Big Sight Exhibition Center

Organisers:

UBM Japan Co Ltd, UBM International Media

The Chemical Daily Co Ltd

BioPharma Pavilion EXPANDED!

The BioPharma Pavilion made its debut at last edition of CPhI JAPAN as a new concept pavilion. It has opened the gateway by showcasing the most cutting-edge products and services to Japan market. In order to accommodate its market's needs, BioPharma pavilion will once again be presented by expanding its space. If you are a supplier of bio pharma raw materials, services or equipment you can enjoy enhanced visibility by exhibiting in this hot-topic pavilion.

The Hottest Topic for Japanese Pharmaceutical Manufacturers

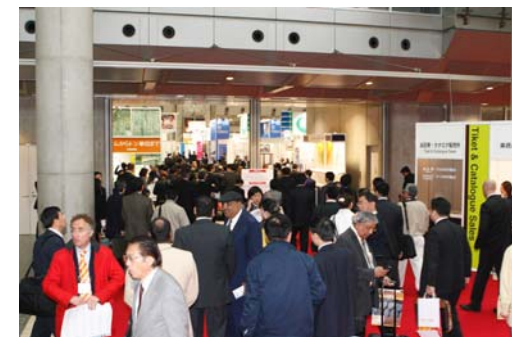
There is currently a high degree of interest in the potential of bio-pharmaceuticals in Japan.

After getting a slow start, the Japanese pharmaceutical manufacturers have been eager to catch up the US and European players in the bio field by investing and cooperating with bio ventures & universities. On the other hand, the government has been also investing infrastructure development such as bio industrial cluster projects and setting up supporting programs for bio ventures & universities in order to enhance Japan's bio pharma industry.

Biotechnology-based drugs, especially antibody drugs, are anticipated to be one of the key drivers of the pharmaceutical market in the near future, and this is reflected in the growing number biotechnology-based drugs among newly approved medicines.

The Best Place to Meet Japanese Pharmaceutical Manufacturers!

CPhI JAPAN, in conjunction with ICSE JAPAN and P-MEC JAPAN, is well known as the international trade show providing the Japanese players with the gateway to meet new partners from foreign countries. Don't miss this opportunity to be the focus of visitor attention at the BioPharma Pavilion in CPhI Japan 2010! .



445 EXHIBITORS from 27 countries & regions! Three targeted events for the pharmaceutical industry held in the world's second biggest market!



CPHI JAPAN 2010

The biggest pharmaceutical ingredients and intermediates exhibition in Japan

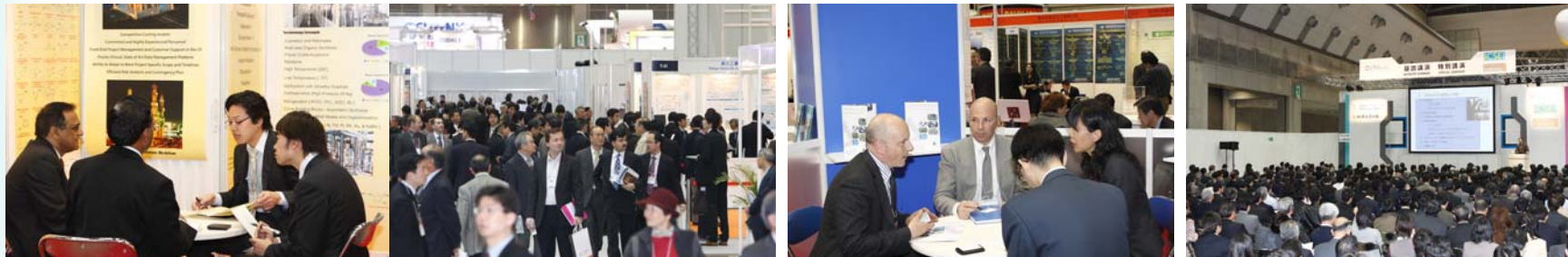
ICSE JAPAN 2010

Pharmaceutical Outsourcing Services Exhibition

P-MEC JAPAN 2010

Pharmaceutical machinery & equipment convention

CPHI JAPAN, ICSE JAPAN, and P-MEC JAPAN have steadily expanded in size and increased in terms of the number of exhibitors and visitors since they were first launched in Tokyo, Japan. The growth of the three shows has been stimulated by the dynamic changes in the Japanese pharmaceutical market such as the revision of Japan's Pharmaceutical Law, growing competition from foreign companies, increased merger and acquisition activity, and the rise in demand for generic drugs. Collectively, CPhI JAPAN, ICSE JAPAN, and P-MEC JAPAN are recognized as the most effective meeting place for international companies to find new business partners in Japan through meetings with leading pharmaceutical manufacturers and traders in the world's second largest market.



GENERAL INFORMATION of BioPharma Pavilion

Who exhibit? :

Pharmaceutical company, Chemical manufacturer, Trading company,
Plant engineering company, venture company

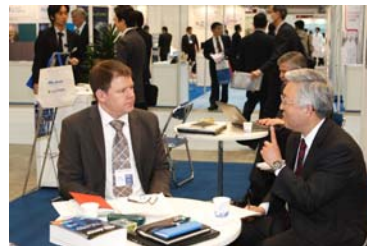
What is exhibited? :

- *gene-recombination technology
- *recombination protein
- *animal cell culture or microbe culture
- *antibody
- *peptide synthesis
- *contract service of purification
- *and related technologies, equipments, service

Who visits? :

Research & Development, Product Planning,
Production department of pharmaceutical
companies.

BioPh
bio-solutions for pharma



STAND OPTIONS

Raw Space Booth (9 sqm) = **JPY 450,000**

*Minimum size : 2booths(18sqm)

*It is subject to have 5% consumption tax.

Pavilion Special Package Booth (9 sqm) = **JPY 517,500**

*It is subject to have 5% consumption tax.

Pavilion Special Package booth includes;

Space 9sqm (3mx3m), side back panels, company name board, carpet, spotlight, consent, 1kw of electrical consumption and wiring fee, dust box, cleaning

*The booth plan is subject to change.

*Information Counter, a table set, and a plan are not included.



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