

September 2012

Pharmaceutical workshop

A workshop showcasing opportunities for Japanese pharmaceutical companies in Mexico took place in Tokyo on September 21st. The workshop was organized by the office in Japan of Mexico's Ministry of Economy, Embassy of Mexico, in collaboration with Japan's Pharmaceutical Manufacturers Association (JPMA).

The workshop was attended by about 30 companies which learned about the opportunities that Mexico presents as a market for Japanese pharmaceutical companies expanding their presence in overseas markets.

Mexico is a market of 112 million people with a growing middle class and an expanding life expectancy which makes its pharmaceutical market very attractive to firms in the sector. Moreover, the Mexican market for drugs and medical treatments has attracted 8 percent of Mexico's FDI during recent years.



The workshop was divided in two parts: a) market perspective, and b) regulatory framework. During the first part, specialists that made the trip from Mexico to participate in this workshop described the

current market situation and explained the industry structure as well as the market value in both the public and private sectors for medicine and medical treatments. In addition, the Mexican specialists addressed other topics including Mexico's health coverage and health insurance system, price regulation, distribution channels, and other pharmaceutical sector trends.

During the second part of the workshop, information on the Mexican legal framework was provided, including the approval process for new drugs to be launched in the market, and the mechanisms utilized by multinational firms to participate in such approvals. Other issues covered included provisions in the Mexico-Japan Economic Partnership Agreement that benefit Japanese pharmaceutical entering Mexico, specifically imports of medicine produced in Japan, and the recognition by the competent Japanese authority of market approval processes for new drugs and treatments.

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