# The Experience of a Japanese Company in the UK Market: A View from Eisai

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**Dr David Jefferys**

**Senior Vice President**

**Eisai Europe Ltd**

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# History of Eisai in the UK

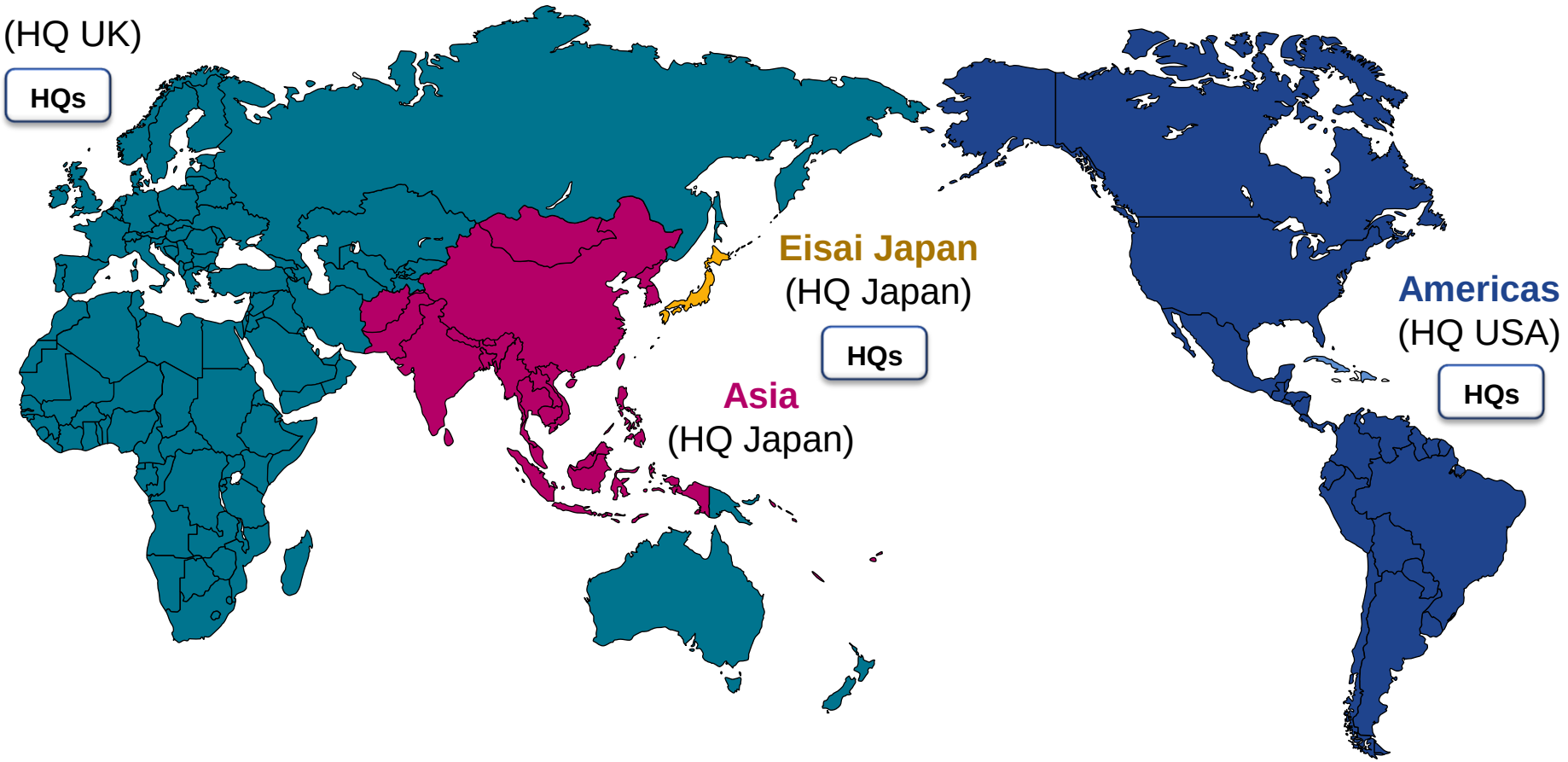
- (Eisai was established in 1941 in Japan)
- 1988 Eisai Laboratories opened on the UCL Campus
- 1988 Eisai UK Ltd was established
- 1995 Eisai UK offices opened in Hammersmith
- 1997 Aricept approved (MCA – UK Reference Member State)
- 1998 Pariet approved

# History of Eisai in the UK, contd

- 2005 EEL (Eisai Europe Ltd) established London HQ
- 2009 EKC opened Hatfield (on schedule, on budget)
- 2010 One Europe Operation introduced
- 2012 Expanded – EMEA + Russia region
- 2013 “Oceania” responsibilities added
- 2013 September – Manufacturing expansion

# Eisai's Business Region Headquarters

**EMEA** (Europe, Middle East, Africa, Russia & Oceania)



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# Eisai in EMEA

- **Lean efficient structure focussed on growing top line sales**

**EMEA Headquarters**

- Executive Offices
- Finance & Administration
- Sales & Marketing
- Market Access
- HR, Legal & IP

**Product Creation**

- CNS discovery research
- Clinical Development
- Regulatory

**Production**

- Solid Dose manufacture
- Packing
- Distribution



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# Eisai EMEA Portfolio of Brands

## ONCOLOGY

- Halaven® eribulin
- ZICONOTIDE INTRATHECAL INFUSION PRIALT® See the person through the pain
- Targretin® (bexarotene) capsules
- GLIADEL® WAFER (polifeprosan 20 with carmustine implant)

## EPILEPSY

- Fycompa® perampanel
- Once-daily zonegran® zonisamide
- Zebinix® eslicarbazepine acetate
- INOVELON® rufinamide
- Loxapac® loxapine *

## HERITAGE BRANDS

- Aricept® donepezil hydrochloride
- Pariet® rabeprazole
- NeuroBloc® Botulinum Toxin Type B solution for injection 5,000U/mL

5 *Schizophrenia

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# The Selection of the UK as the home for the Eisai European EMEA Knowledge Centre

# Why the UK?

- Science base
- Skilled workforce
- Strong regulatory environment: MHRA and EMA (London is the European centre for medicines regulation)
- Communications, accessibility

# Why the UK? contd

- Strong support from the UK central government, DH, BIS, UKTI, East of England Regional Office, local government
- English language
- Soft factors - driving, international schools, history, feel welcome
- Dialogue with government
- Partnership with government

# Experience since Establishment of EKC

- Continuing excellent dialogue with BIS/DH
- OLS and BIS relationship team – “Buddy Minister”
- MISG dialogue
- NIHR initiatives on clinical research
- MHRA support – scientific advice – (rapporteur)

# Policy Initiatives

- Innovation Report
- Health and Wealth Agenda
- UK as a leader/champion in Europe
- IGFAM – global emerging markets initiative
- NIHR - clinical trials – Scientific Research Agency
- COGENT programme
- MISG manufacturing task force
- Patent Box
- R & D tax credits
- Red Tape Challenge

# Ongoing Issues

- Innovation uptake
- EU regulatory burden
- Reward for innovation, pricing and reimbursement
- HTA (Health Technology Assessment)
- NICE

# The Future

- Global competition for investment
- Emerging markets
- EU Regulatory System – “Lifting the burden” – comparison with other major regulators (FDA/PMDA)
- Evolution of the HTA, need to value and reward innovation
- UK membership of EU
- US/JP/EU trade negotiations

# Concluding remarks