

22 June, 2026

Press Release

EFPIA Japan

## **EFPIA Japan Appoints Marc Hasson as New Vice Chair**

European Federation of Pharmaceutical Industries and Associations (EFPIA Japan, Chair: Takahiko Iwaya) announced that Marc Hasson (Representative Director, Chairman and President of Nippon Boehringer Ingelheim Co., Ltd) has been appointed as Vice Chair effective 1 July 2026. His term will run until March 2027. The appointment of the new vice chair accompanies Jean-Paul Pricino's (Novartis Pharma K.K.) assumption of the role of new chair. Together with Kanako Kikuchi (UCB Japan Co., Ltd.), who was appointed vice chair in April, they will support new chair Jean-Paul Pricino.

### **Comment from Marc Hasson**

"I am deeply honored to serve as Vice Chair of EFPIA Japan at this important time for Japan's healthcare system and innovation ecosystem. To maintain Japan's attractiveness for pharmaceutical innovation while ensuring timely patient access to new medicines, we must work together with a long-term perspective. Building on EFPIA Japan's progress in strengthening collaboration and advocacy, I look forward to advancing constructive dialogue with all stakeholders."

### **Marc Hasson Biography**



Marc Hasson held senior leadership roles in finance and general management in Sanofi-Aventis and Ipsen, across France, Latin America, and the United States.

He joined Boehringer Ingelheim in 2014. From 2018 he served as Country Managing Director in Brazil. He later led the Emerging Markets region for the Human Pharma business prior to his appointment in February 2026 as Representative Director, Chairman and President of Nippon Boehringer Ingelheim Co., Ltd.



European Federation of Pharmaceutical  
Industries and Associations

### **About EFPIA Japan (<http://efpia.jp/>)**

Established in April 2002, EFPIA Japan represents 24 R&D-based European pharmaceutical companies operating in Japan. In 2024, combined sales from the member companies accounted for approximately 29.4% of the pharmaceutical market in Japan. The mission of EFPIA Japan is to “Contribute to healthcare and patients in Japan through the early introduction of innovative medicines and vaccines.” EFPIA Japan aims to strengthen dialogue with decision-makers in order to improve Japanese healthcare for all.

### **About EFPIA (The European Federation of Pharmaceutical Industries and Associations) (<http://www.efpia.eu>)**

The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 36 national associations, 40 leading pharmaceutical companies, and growing number of small and medium sized enterprises (SMEs), EFPIA’s mission is to create a collaborative environment that enables our members to innovate, discover, develop, and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.

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