

EFPIA Day 2025 Press Event

EFPIA President Stefan Oelrich Calls for Balanced Policies to Accelerate Innovation and Ensure Sustainable Healthcare Systems

- Promoting Innovation and Access Through the EU-Japan Partnership –

EFPIA Japan Chair Takahiko Iwaya Talks About the Importance of Strategic Shifts in an Era of Changing Global Drug Pricing Policies

- Maintaining Access to Innovative Medicines –

At the EFPIA Day 2025 Press Event held today, Tuesday, 21 October, The European Federation of Pharmaceutical Industries and Associations (EFPIA, headquarters: Brussels, Belgium) and General Incorporated Association EFPIA Japan jointly emphasised the urgent need for strategies to improve the drug development environment and to reform drug pricing systems in Europe and Japan. Both organisations stressed the importance of strengthening partnerships between the European Union and Japan to ensure timely access to innovative therapies for patients.

We share the vision that innovation in healthcare should be treated as an investment in people and productivity, not a short-term expense. Amid growing fiscal pressures, we advocate for key reforms to address current challenges while accelerating innovation to ensure the long-term sustainability of healthcare systems.

EFPIA: Advancing Innovation and Access through EU-Japan Partnership

EFPIA President Stefan Oelrich highlighted the critical role of the EU-Japan partnership in promoting innovation and access to medicines. “Pharmaceutical innovation is essential for improving the quality of life and extending life expectancy. However, both Europe and Japan are experiencing a decline in investment prioritisation, which threatens our ability to deliver these innovations,” stated Oelrich. He noted that the pharmaceutical industry is also uniquely positioned to drive significant economic growth.

The decline in investment prioritisation is influenced by various political and social factors, including an ageing population and rising healthcare costs. Collaboration among stakeholders in the pharmaceutical industry is essential to address these challenges and drive innovation that positively impacts patients’ lives. Oelrich proposed three key initiatives, the triple A framework to reinvigorate the healthcare and science ecosystems:

1. Attract

Focus on attracting investment, talent, and innovation in research and development, transforming challenges into opportunities and shifting from short-term cost containment to long-term value creation.

2. Accelerate

Create an ecosystem that accelerates the translation of scientific advancements into healthcare solutions, leveraging shared values to deliver innovative medicines to patients more swiftly.

3. Access

Ensure that patients in both Japan and Europe can quickly and equitably access innovative therapies, while maintaining competitive rewards for innovation.

EFPIA Japan: Strategic Shifts in an Era of Changing Global Drug Pricing Policies – Can Japan Secure its Access to Innovative Medicines?

EFPIA Japan has confirmed that people living with health challenges have a strong desire to lead fulfilling lives, work, and contribute to society through continuous dialogue with patients and patient organizations. The introduction of innovative medicines is not just about curing diseases - it serves as a crucial element in improving the overall health and economic well-being of society.

At this pivotal moment in global healthcare policy, EFPIA Japan Chair Takahiko Iwaya noted that recent changes in the macro environment have generated new expectations and urgency within the pharmaceutical industry. The government recognises the pharmaceutical sector as a key industry and is actively exploring solutions to the drug lag issue while strengthening Japan's international competitiveness through public-private partnerships. With the new administration's proactive fiscal framework, EFPIA Japan anticipates increased investments in this critical industry.

Iwaya pointed out that as drug prices continue to decrease annually despite inflation, a review of fiscal and pricing systems is essential to prevent deflation in Japan's pharmaceutical sector. He cautioned that shifting global drug pricing policy could deter companies from launching new drugs in Japan or lead to market withdrawals, exacerbating the drug lag issue.

Japanese Market Compared to Global Markets

The growth rate of pharmaceutical R&D expenditure in Japan is lower compared to the United States, Europe, and China. Looking at each country's share of the global pharmaceutical market, the United States and China are expanding their market share, while Japan's share has significantly declined.

Most prescription medicines in Japan are imported from overseas. Japan has had limited references of pharmaceutical approval status and pricing from other countries, and as a result, there has been little consideration given to its position in the global context. Now, especially as the global environment is rapidly changing, Japan should also consider its contribution to global innovation as a developed nation.

Proposal and Solutions

While several important reforms have been proposed to address these challenges, particularly regarding the drug pricing system, it is crucial to consider not only domestic perspectives but also

geopolitical viewpoints that take into account international standards when evaluating the value of innovative medicines. In major Western countries, there are no rules that mandate forced price reductions for new drugs during their patent period. We recommend that Japan also exclude new drugs during their patent period from drug price revisions, review the rules for "Market Expansion Re-pricing," and refrain from expanding "Japan Cost-Effectiveness Evaluation" without objective verification. These reforms will be important steps toward promoting innovation while ensuring the sustainability of the healthcare system. EFPIA Japan will continue to advocate for the necessity and importance of these reforms through all available platforms, including public-private councils where multi-stakeholder dialogue takes place.

Conclusion and Future Outlook

Investing in innovative medicines should be seen as a crucial investment in society, enhancing quality of life and boosting labour productivity, which positively impacts the economy and supports fiscal stability.

EFPIA and EFPIA Japan are united in their goal to defend innovation, build a fair, sustainable global healthcare system, and ensure timely access to innovative medicines. Both organisations urge all stakeholders to collaborate in addressing the significant challenges facing the pharmaceutical industry in Europe and Japan.

EFPIA Day 2025 Press Event Details

Date: Tuesday, October 21, 2025 | Venue: Room A, Iino Conference Centre

The European Federation of Pharmaceutical Industries and Associations (EFPIA, headquarters: Brussels, Belgium) and General Incorporated Association EFPIA Japan held 'EFPIA Day 2025' on Tuesday, October 21. The event featured talks by EFPIA President Stefan Oelrich and EFPIA Japan Chair Takahiko Iwaya, as well as a special talk on the 'need for and facilitating understanding of the objective verification of cost-effectiveness evaluation added to Japan's Healthcare Framework 2025' by Dr. Ataru Igarashi, Associate Professor of Healthcare Policy and Public Health at the Graduate School of Pharmaceutical Sciences, University of Tokyo.

About EFPIA

The European Federation of Pharmaceutical Industries and Associations (EFPIA) (<http://www.efpia.eu>) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 37 national associations, 40 leading pharmaceutical companies and a 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.

Established in April 2002, EFPIA Japan (<http://efpia.jp/>) represents 24 R&D-based European pharmaceutical companies operating in Japan. In 2024, combined sales from the member companies accounted for roughly 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 innovation medicines and vaccines". EFPIA Japan aims to strengthen dialogue with decision-makers in order to improve Japanese healthcare for all.

Contact



European Federation of Pharmaceutical
Industries and Associations

Press enquiries: Saito, Maeda, PR Secretariat, EFPIA Day 2025

TEL: 080-8821-6078 (Saito), 070-4303-7426 (Maeda)

E-mail: efpiaj-pr@kyodo-pr.co.jp

EFPIA Japan Communications Working Team: Oka (Lundbeck Japan)

TEL: 03-626601371