

NEWS RELEASE



PhRMA Delegation Urges Japan to Reform Policies to Reward Innovation and Increase Investment

(Tokyo, November 18, 2025) -- A Pharmaceutical Research and Manufacturers of America (PhRMA) delegation held meetings in Tokyo with government leaders as part of the annual PhRMA Days activities, during which Dr Albert Bourla, Chair of PhRMA Board of Directors, and Chairman and CEO of Pfizer, emphasized the importance of the Japanese government collaborating with industry to restore Japan as a world leader in drug discovery.

“Our industry is laser focused on developing new medicines and ensuring that patients have access to the treatments and vaccines they need,” said Dr. Bourla. “The innovative biopharmaceutical industry plays an important role in improving health, security and economic growth in Japan and around the world. Investment in innovation has allowed us to make advancements in cancer treatments, address cardiovascular diseases and develop vaccines that have helped improve and extend people’s lives.”

During discussions with government leaders, the PhRMA delegation noted that Japan has many strengths, including in medical research, regulatory science and manufacturing, that could make it a world leader in drug discovery.

However, years of unfavorable pricing policies, including an annual price reduction for patented medicines, have put Japan at a competitive disadvantage and held back the promise of Japan’s innovative biopharmaceutical sector. These policies threaten the sustainability of Japan’s innovation ecosystem and risk Japan’s patients not having access to the innovative treatments and vaccines that are currently under development.

Therefore, the PhRMA delegation encouraged the Takaichi Administration to reform the current policies toward promoting, stimulating and supporting biopharmaceutical innovation, particularly in light of the U.S. government’s “Most-Favored-Nation” policy, which calls on other countries to shoulder a fair share of biopharmaceutical R&D cost.

Specifically, the PhRMA delegation called for the following actions:

- (1) Maintaining drug prices during the patent period, preventing the expansion of cost-effectiveness assessment systems and capping frequency and magnitude of price cuts from repricing rules

- (2) Improving initial prices for new medicines and ensuring that innovative products are appropriately valued
- (3) Establishing a bold national strategy led by the Cabinet Secretariat to rebuild Japan's drug discovery innovation ecosystem and identifying all necessary actions and KPIs

"I am confident that the Japanese government will implement appropriate policy changes to promote biopharmaceutical innovation," said Dr. Bourla. "PhRMA will continue to work with all stakeholders to ensure that innovative treatments and vaccines reach Japanese patients while also helping Japan leverage its R&D capabilities to reestablish its position as a world-class leader in biopharmaceutical innovation."

About PhRMA

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the world's leading innovative biopharmaceutical research companies, which is laser focused on developing innovative medicines that transform lives and create a healthier world. Together, we are fighting for solutions to ensure patients can access and afford medicines that prevent, treat and cure disease. Over the last decade, PhRMA member companies have invested more than \$850 billion in search for new treatments and cures.

- PhRMA Japan Website <http://www.phrma-jp.org>
- PhRMA U.S. Website <http://www.phrma.org>
- PhRMA Japan Facebook <https://www.facebook.com/phrmajapanoffice>

【For Media Inquiries】

Pharmaceutical Research and Manufacturers of America (PhRMA) PR Office
(at Powell Tate Inc.)

TEL: 03-3746-8670 E-mail: phrma_jp@powelltate.com
〒107-0062 Shin Aoyama Bldg East, 1-1-1, Aoyama, Minato-ku, Tokyo