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Generic pharmaceutical market of Japan-Regulatory policy leading to successful evolution

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The Japanese pharmaceutical market, the world's 2nd largest, is traditionally renowned for the domination of patented drugs and the weakest generics share among major established economies. An in-depth observation of published evidence in Japanese/English language provided closer insight into current trends in Japanese domestic legislation and pharmaceutical market development. Recent governmental interventions have resulted in significant expansion of the generic medicines market size. Substantial savings due to generic substitution of patent-protected drugs have already been achieved and are likely to increase in future. Nationwide population aging threatening sustainable healthcare funding is contributing to the relevance of generic policy success. Serious long-term challenges to the modest Japanese generic manufacturing capacities will be posed by foreign pharmaceutical industries particularly the ones based in emerging BRIC economies.

Biography

Mihajlo B Jakovljevic, MD, PhD is top cited, senior European Health Economist and Clinical Pharmacologist heading Graduate curricula on Health Economics and Pharmacoeconomics within University of Kragujevac, situated in historical cradle of Serbian higher education. He is frequent speaker in the field, across Europe, Middle East and Japan, having published 50+ papers in indexed, high impact journals and has attended dozens of meetings and presentations. He runs the largest budget financed, research project in Health Economics in Serbia OI 175014. In 2012/2013 he has served on behalf of Hosei University Tokyo, Japan, as Visiting Associate Professor of Health Economics.

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