



CPHI Japan[®]

iCSE

P-mec

bioLIVE

InnoPack

FDF

nex
natural extracts

Interview with: Frederic Bühler / Global Head of Marketing & Sales / Heraeus Precious Metals / Pharmaceutical Ingredients Business Line

Heraeus, leader for generic Platinum hAPIs worldwide, counts on their presence at CPhI Japan to expand their global brand awareness, promote their products and extend their customer reach.

Read why they are exhibiting at the show and what main challenges they are facing these days as a company. They'll also talk about this moment's biggest trends and developments in the industry, and lessons for the future in light of the ongoing COVID19 pandemic...

Q: Tell us a bit more about your company - what is your primary company activity?

A: Heraeus' Pharmaceutical Ingredients Business Line is specialized in the production of generic anti-cancer APIs (Active Pharmaceutical Ingredients) as well as the exclusive synthesis of cytotoxic compounds from the research stage to registration to market launch. We are the leader for generic Platinum hAPIs worldwide. All our hAPIs are fully developed and manufactured at our headquarters in Hanau, Germany. We have been US-FDA-approved for more than 30 years and have an excellent track record with all major Health Agencies worldwide.

Q: What is your job function/department?

A: Frederic Bühler / Global Head of Marketing & Sales / Heraeus Precious Metals / Pharmaceutical Ingredients Business Line

Q: What is your company size?

A: Heraeus has approximately 14,900 employees in 40 countries. In the 2019 financial year, Heraeus generated revenues of €22.4 billion.

Q: Who are your key clients overall? From which business activity / departments / positions / industries / regions?

A: Everyone from Big Pharma to local pharmaceutical manufacturers as well as clients working on promising new compounds/APIs for oncology treatments worldwide.

Q: What are the challenges you are facing these days, as a company and in your role?

A: As the market leader for Pt containing APIs, we are present in many countries globally. We are used to regular exchanges with authorities, customers and agents in order to meet changing requirements. The increasing amount of digitalization at Heraeus supports these processes.

From a personal perspective, I'm focused on our value-based API approach. Securing best-in-class quality, high standard of documentation in combination with customer-oriented service.

Q: What do you think are the biggest trends at the moment and the latest developments in the industry?

The trend in the industry is towards key competences and outsourcing of non-critical components. With more and more specialized services, the reliability of each supplier is growing. Heraeus' Pharmaceutical Ingredients plays a key role in many supply chains and contributes its known excellent standard with all resources available.

Q: What are the lessons for the future?

A: As Heraeus has major business in Asia, we have been monitoring the outbreak of Covid-19 since January and immediately established a number of global and regional task forces. As it was defined in our contingency plan, we stopped traveling,



CPHI Japan®

iCSE

P-mec

bioLIVE

InnoPack

FDF

nex
natural extracts

introduced home office and imposed strict rules for external visitors. Our main objective was to avoid the outbreak of the virus on our premises to continue our operations and ensure the health and safety of our employees. So far, we have been very successful

Our “Heraeus touch” app helped us reach all our employees in nearly 40 countries worldwide – from production workers to office staff. This app allows us to answer employees’ questions in real time and send out push notifications in case of urgent warnings. We continue to monitor the situation closely and will take immediate action when needed.

Q: What is your main objective for exhibiting at CPhI Japan? (e.g. launch an innovation, brand awareness, meet with existing clients, find new clients...)

A: With Japan being a very important market for Heraeus, the annual CPhI exhibition in Osaka is the perfect opportunity to meet our long-lasting partners and clients. As all industry experts and leaders are going to visit CPhI, we can take a huge advantage of these three intensive days, such as providing updates on the recent developments in anti-cancer APIs, exchanging market insights and establishing promising relationships locally.

Q: What are you showcasing next year at CPhI Japan?

A: This year our booth graphics and slogan “You Need – We Provide” are inspired by the expansion of our production capacities. This is Heraeus’ response to the increasing global demand for Platinum-based hAPIs.

The flag colors (black, red, gold) refer to our headquarters and production facilities in Germany. Two hands holding each other symbolize a reliable and long-lasting business relationship between Heraeus and its customers. Furthermore, it illustrates how Heraeus is trying to meet the growing demand for platinum hAPIs.

Q: Could you share a brief testimonial of your experience at CPhI Japan in the past years?

A: Our experience at CPhI Japan has always been positive, as it allows us to meet with all our Japanese clients. Personal relationship with our Japanese customers is of utmost importance to us, and therefore our focus at the CPhI Japan is on face-to-face meetings. Hence, it is crucial for us to visit this trade fair every year.

**Are you curious about your opportunities at CPhI Japan?
Interested in a free consultation?**

GET IN TOUCH WITH US

Contact our sales team to find out more about CPhI Japan

Jacinta Liu
CPHI Japan Sales Lead
T: +31 (0)20 708 1727
M: +31 (0)64 169 0473
E: Jacinta.Liu@informa.com