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Hapatune expands global presence with new life science marketing subsidiary in Tokyo

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Bringing the science of underrepresented suppliers to the global biopharmaceutical stage



Hapatune LLC, a leading global marketing boutique for bioprocess and life science tools and service providers, has announced the establishment of its wholly-owned GÃ Â•dÃ Â• Kaisha subsidiary in Tokyo, Japan.

The formation of its subsidiary company, operating as Hapatune GK, marks a significant milestone in the company's global growth, reinforcing its commitment to serving clients and partners in Japan and throughout the Asia-Pacific region.

Venture-backed startups as well as established chemical and material companies throughout Japan are expanding into life science tools and service segments such as cell and gene therapies, oligonucleotides, peptides, mRNA, recombinant proteins, and drug delivery systems. "There is an abundance of incredible life science tools and technology within these companies in Japan," said Kimo Sanderson, Founder and Technical Director of Hapatune LLC. "We are here to help them unlock their full potential by identifying unmet market needs, validating product-market fit, increasing brand awareness, demonstrating thought leadership, and promoting their offerings to the global market through digital channels."

Hapatune GK is located in the Life Science Building in Nihonbashi – a vibrant district in Tokyo that serves as the hub of life sciences and biopharma in Japan. With a dedicated team on the ground led by Masa-aki Miyaji, Business Development Manager, the new Tokyo subsidiary will enhance Hapatune's ability to deliver localised marketing solutions and support for its growing client base in Japan, Korea and throughout Asia-Pacific.