

## CPHI Japan announces 2021 postponement

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**2021 postponement will ensure positive business conditions and greater attendance**



CPHI Japan – organised by Informa Markets – announces that, following a detailed review with partners and key industry stakeholders and to ensure the health and safety of our community, the event will be postponed until April 14-16, 2021.

The event organiser's move to the new dates will provide more time for the market to adapt and for a positive business environment to return, with greater easing of international travel restrictions likely by Spring 2021.

"We had been optimistic that the event could go ahead and we know how important it is for the pharma market in Japan to have a tailored platform to meet international customers and industry professionals. Meeting in person is an essential part of business in Japan. However, the decision to postpone reflects the reality that many companies and governments still have uncertain and ongoing travel restrictions in place. We are committed to ensuring CPHI Japan 2021 is well worth the wait and look forward to welcoming global pharma back to Japan. Thank you to all of our key stakeholders for their continued support" commented Christopher Eve, Senior Vice President, CPHI Japan at Informa Markets.

Informa Markets will continue to host the event at the Big Sight Exhibition Centre in Tokyo in April 2021 and is working on preparing a number of bespoke digital product offerings to help the market continue to meet, do business and exchange ideas later this year. Further details will be available shortly

"To facilitate our community in achieving their business goals, a suite of digital solutions will be launched to empower customer relations, meet new partners and undertake industry learnings" added Eve.