

# Business Line

Business Daily from THE HINDU group of publications

Saturday, Nov 14, 2009

ePaper | Mobile/PDA Version | Audio | Blogs

Home  
News Update

## News

Front Page  
Corporate  
Markets  
Info-Tech  
Marketing  
Money &  
Banking  
Agri-Biz &  
Commodities  
Industry &  
Economy  
Logistics  
Government  
Opinion  
Variety  
Columns  
States  
Web Extras  
Index  
Archives

## Features

Investment  
World  
eWorld  
Brand Line  
Mentor  
Life  
Brand Quest  
The New  
Manager  
BL Club  
Smartbuy  
Books  
Gallery

## Stocks

Quotes  
SE Diary  
Scoreboard  
Open-End Mutual  
Fund

## Cross Currency

Rates

## Shipping

Ports

## Archives

Yesterday  
Datewise  
Resources  
In Focus  
In Depth  
Events 2007




## Group Sites

The Hindu  
The Hindu  
ePaper  
Business Line  
Business Line  
ePaper  
Sportstar  
Frontline  
The Hindu  
eBooks

Corporate - [Alliances & Joint Ventures](#)

## Manipal group's Ecron Acunova ties up with Tokyo CRO for clinical trials

Madhumathi D.S.

Bangalore, Nov. 13 The doors just opened wider for Indian and Japanese pharma and medical devices companies to enter each others markets.

Clinical research organisation Ecron Acunova of Bangalore, which has tied up with a Japanese peer, says it expects this to trigger a trend and set off 40-50 clinical trials between these regions in the next two to three years. Japan is the second biggest pharma market after the US.

Many Japanese and Indian companies are keen on tapping each other's country, said Mr D. A. Prasanna, Founder and Vice-Chairman of the Manipal group-promoted Ecron Acunova.

The new alliance between Acunova and Tokyo CRO, perhaps the first between contract research organisations (CROs) of the two countries, he said, would enable clinical trials, especially in the tough regulated environment of Japan. "In the next six months, we should definitely start trials both ways. The first year should see up to five trials," he told *Business Line*.

Drug, biotechnology and medical devices companies have to conduct trials mandated by the respective country regulators before getting clearances to sell their products in those countries. The companies outsource the trials to CROs such as Acunova or Tokyo, both in the top-four league in their countries.

Until now, Mr Prasanna said, Indian companies had shied away from tough Japanese procedures and missed out on good opportunities; now they could not ignore it any longer. In his view, there could be 20 Indian generic drug trials in Japan and some 30 in the country by Japanese innovator companies. The tie-up between the two CROs itself could be a trendsetter for other clinical trials bodies. "Acunova would have a head start of a year and we would like to get about 50 per cent of Indian trials (conducted in Japan through Tokyo CRO)," he said.

Acunova independently had some Japanese pharma customers. The tie-up would add 15-20 per cent to its business in the next couple of years. Tokyo CRO was also expanding in China.

Mr Prasanna said just as pharma and devices companies in the US and Europe wanted to breach the Japanese market, Japan's drug makers, too, were looking Westwards.

Dr Toshimi Nishiyama, President, Chairman and CEO of Tokyo CRO, was cited as saying Acunova would be the vehicle to Europe for Tokyo's customers. Acunova operates in 14 European countries after it bought Ecron, based in Frankfurt, in 2007.

A report by *Biopharm Knowledge Publishing* puts the current global clinical trials market at \$20 billion and growing at 12 per cent a year. The domestic market for drug trials and related activities, estimated at Rs 700 crore, is growing at 25 per cent a year. Mr Prasanna said India and China still offered a price advantage of 30-40 per cent over trials conducted in developed markets.

[More Stories on : Alliances & Joint Ventures](#) | [Research & Development](#) | [Education](#)

[Article E-Mail](#) :: [Comment](#) :: [Syndication](#) :: [Printer Friendly Page](#)

## Stories in this Section

[Why Japan-India clinical research alliance is what the doctor ordered](#)

[TVS Motor re-launches twin spark plug 'Flame'](#)

[CA institute lists cos for IFRS convergence](#)

[Tata Steel to swap \\$875-m debt securities for bonds](#)

[BGR Energy gets Rs 45-cr orders](#)

[UltraTech board meet](#)

[Essar Steel completes acquisition of Shree Precoated](#)

[PVR acquires DLF's DT Cinemas](#)

[Aurobindo, Trident Life merger](#)

[Manipal group's Ecron Acunova ties up with Tokyo CRO for clinical trials](#)

[Nalco to partner NPC for n-power project](#)

[Greaves plan for new gensets](#)

[Everest Ind builds on rural demand, new launches](#)

[Volkswagen's Chakan unit to fuel Skoda volume drive](#)

**The Hindu  
Images**

---

The Hindu Group: [Home](#) | [About Us](#) | [Copyright](#) | [Archives](#) | [Contacts](#) | [Subscription](#)

Group Sites: [The Hindu](#) | [The Hindu ePaper](#) | [Business Line](#) | [Business Line ePaper](#) | [Sportstar](#) | [Frontline](#) | [The Hindu eBooks](#) | [The Hindu Images](#) | [Home](#) |

Copyright © 2009, The Hindu Business Line. Republication or redissemination of the contents of this screen are expressly prohibited without the written consent of The Hindu Business Line

---