

Corporate Profile

Corporate Name	AHRMS, Inc.
Location	3-10-9 Hanashige bldg., Oyamadai, Setagaya-ku, Tokyo 158-0086, JAPAN
Foundation	January 2006
Representative	Yuki Ujimasa, DVM, MS
URL	http://ahrms.jp/e/

Business

Services:

[Support for Business License]

- ◆ Veterinary Products (Medical Devices) Manufacturer/Distributor/Retailer
- ◆ Foreign Manufacturer Accreditation

[Support for Marketing Authorization]

Practical Support for Development of Veterinary Products, Veterinary Medical Equipment and Veterinary *in vitro* devices etc.)

- ◆ Gap Analysis of Application Dossier between Japan and Europe/USA
- ◆ Preparation of Preliminary Consultation Paper to J-MAFF
Consultation Service for Formulating Development Course
- ◆ Practical Support to Develop Dossier/Summary Document/Technical Documentation, etc.
- ◆ Practical Support for Hearing/Investigation Committees (incl. participation) until getting Marketing Authorization

◇ Registration Achievements (excerpt)

➤ Animal Drugs:

- ◇ ACE Inhibitor for dogs
- ◇ Carditant for dogs
- ◇ NSAID (Non-steroidal anti-inflammatory drugs) for horses and dogs
- ◇ Heartworm Preventive for dogs
- ◇ Prostaglandin F2Alpha analogue for cattle and swine
- ◇ Wormers for horses, cows, and pigs

➤ Biologicals

- ◇ FeLV/ FIV Diagnosis Kits for cats
- ◇ *In vitro* Device for Echinococcus infections

➤ Medical Devices:

- ◇ Microchip identification needles for horses
- ◇ Radio knife for surgery
- ◇ Steel products for surgery

[Business Consulting]

- Strategy Formulation of New Market Creation
- Consultation Service for New Product Development and Launch
- Tailor-Made Market Research/Industry Trend Research/Business and Investment Survey of Incorporated Enterprises
- Intermediate Agent for Corporate Alliance, etc.
- Company Training for New Recruit, Sales Staff, etc.

[Market Research]

Research by Face-to-Face/FAX/Web

- Survey of Practitioners
 - ✧ Survey for Possession Situation of Veterinary Medical Equipments
 - ✧ Market Research for New Product Entry
 - ✧ Acceptance Survey after Product Launch
 - ✧ Degree of Interest against Web Selling
 - ✧ Frequency of Clinic Visit (incl. Suggestion of Countermeasures for Declining Visits)
- Customer Satisfaction Survey
(Manufacturer, Wholesaler, Practitioner, Pet Owner, etc.)

[Japanese Agent Business]

- Vetnosis (UK) (2012-) <http://www.vetnosis.com/>
 - ✧ Animal Health Service (Annual Subscription)
 - ✧ STORM Forecast
 - ✧ vPAT-Online (veterinary Portfolio Analysis Tool)
 - ✧ Animal Health in Focus
 - ✧ Emerging Asia Outlook
- Brakke Consulting, Inc. (2014-)

Web Solutions / Products

- ◆ iPad/iPhone/Android Application Production
- ◆ Website Production/Management
- ◆ Web System/Database System Production
- ◆ Pet Food Home Delivery System

Public Affairs / Contracted Business

- ◆ Chairman, Committee for Mockup of Veterinary Diagnosis Kits (2014)
- ◆ Chairman, Committee for Mockup of Veterinary Medical Devices (2013)
- ◆ Japan Industry Representative, VICH Electric Submission Working Group (2013-)
- ◆ Consortium for Japanese Veterinary Medicinal Products Manufacturers (2012-)
- ◆ Consortium for Development of FMD Rapid Diagnosis Kit (2011-)
- ◆ Consortium for Regulatory Reform of Animal Health Products (2010-)
- ◆ Consortium for International Harmonization of Animal Health Products (2010-)
- ◆ Committee for Promotion of Safe Use of Eco Feed (2009-)

- ◆ Preparation of Animal Health Products Marketing Approval Application Summary Report Exploratory Committee (2009)
- ◆ Committee for Establishment of Veterinary Information System about Pet Food Safety (2009)
- ◆ Japan Industry Representative, VICH Pharmacovigilance Working Group (2008-)
- ◆ Development of Positive List Value Search System (2007)

Writing Career

- ◆ Journal of the Japan Veterinary Medical Association
Japanese Veterinary Medical Association
 - ◆ JVPA Digest
Japan Veterinary Products Association
(See [Ujimasa\(2010\) Trend of Restructuring Vet Pro Industry & Current Status of Animal Business. JVPA Digest \(Eng. Translation\).pdf](#))
 - ◆ V-MED Animal Clinic Management Forum
NEC BIGLOBE
 - ◆ Muse
Animal Clinical Research Foundation
- And many others

Lecture

- ◆ 2015
 - How to Prepare for Pet Population Decreasing
 - Year for Reform of Management from Wait Mode to Attack Mode
- ◆ 2014
 - Japanese Animal Health Industry Overview
As Joint Seminar with Brakke Consulting, Inc. in Las Vegas, NV
 - Animal Hospital Management Seminar
- ◆ 2013
 - Current and Future Situation of Animal Health Industries
- ◆ 2012
 - Veterinary medicines will be industrialized.
 - Vets' Anti-Commodity Strategy - Dealing with Pet Population Decreasing
- ◆ 2011
 - Role of Manager in Animal Hospital
 - Current Actual Business Status of Animal Hospitals in Japan
- ◆ 2010
 - Feline Practice to Strengthen Your Business Management
 - Animal Health Market Outlook and Selling/Development Strategy in Light of Industry Trends in Japan, USA and Asia

Curriculum Vitae of Yuki UJIMASA, DVM, MS

Work Experience

- ◆ 2006 - Present
 - President & CEO, AHRMS, Inc.
- ◆ 1998 - 2005
 - Dainippon Pharmaceutical Co., Ltd.
(current DS Pharma Animal Health Co, Ltd.)

Education

- ◆ Master's Degree, Graduate School of Veterinary Science, Hokkaido University
- ◆ Bachelor, Faculty of Veterinary Science, Hokkaido University

Qualification

- ◆ D.V.M. (Doctor of Veterinary Medicine)
- ◆ Master's Degree (Master of Science)

Professional Affiliation

- ◆ President & CEO, Vm3, Inc.
<http://vm3.jp>
- ◆ Board Director, EBM Trading, Inc.
<http://ebmtrading.com>
- ◆ Secretary General, Consortium for Japanese Veterinary Medicinal Products Manufacturers (CJVM)
<http://cjvm.jp>
- ◆ Company Auditor, Ecopharma.com, K.K.
<http://www.eco-pharma.com>
- ◆ Councilor, Animal Clinical Research Foundation (Public Interest Incorporated Foundations)
<http://www.dourinken.com>
- ◆ Full Member, Japan Veterinary Medical Association
<http://nichiju.lin.gr.jp>
- ◆ Special Supporting Member, Japan Veterinary Products Association
<http://jvpa.jp/jvpa/>