

SSRI CHINA (China subsidiary: Dalian) completes its investment in HIMA (Shanghai), a Chinese pharmaceutical market research company

- Strengthening the pharmaceutical market research business in China -

SSRI CHINA, a China subsidiary of Social Survey Research Information Co., Ltd. (SSRI) acquires 33.3% share of HIMA, a Shanghai-based pharmaceutical market research company, and welcomes HIMA as an SSRI group company.

Many Western and Japanese pharmaceutical companies are pursuing a full-scale market entry into the Chinese market. With a population over 1.3 billion, just looking at diabetes alone, there are over 100 million diabetic patients in China, and it is said that the 1/3 of the world diabetes population is Chinese, suggesting a huge market potential for anti-diabetic drugs in China.

Due to the westernization of lifestyle, patients with other chronic diseases are also increasing rapidly in China. Similarly, the number of COPD patients is increasing rapidly, which is said to be correlated to its serious air pollution.

According to Boston Consulting Group, affluent population in China is expected to reach 280 million, more than double the total of 120 million in 2012. This increase is expected to drive the demand for new drugs, despite the government's measures to suppress medical costs.

In 2012, SSRI established SSRI CHINA, a local subsidiary in Dalian, to focus on providing information about the Chinese healthcare market. Now, by investing in HIMA, a Shanghai-based pharmaceutical market research company, SSRI CHINA will make a joint effort to develop and fulfil the market research needs for Japanese and global pharmaceutical companies and also for global market research agencies.

■ Social Survey Research Information Co., Ltd. (SSRI)

- Founded: April 1982
- Capital: 27,000,000 JPY
- Representative: Takashi Makita, President and CEO
- # of employees: 110
- Address:
 - Headquarter
3, 5, 7F Idemitsu Nishi Shinjuku Bldg. 5-1-14 Nishi Shinjuku, Shinjuku-ku, Tokyo 160-0023
 - Osaka Office
4F Daimei Bldg. 4-6-3 Hirano-cho, Chuo-ku, Osaka 541-0046
- Affiliated companies, PD Research, SSRI CHINA
- URL: <https://www.ssri.com/e/>

■ SSRI-CHINA

- Founded: June 2012
- Capital: 5,000,000 JPY
- Representative: Takashi Makita, Chairman
- # of employees: 3
- Address:
 - Room 1206, World Trade Center, No. 25, Tongxing Street, Zhongshan District, Dalian, 116001
- URL: <https://www.ssri.com/china/e/>

■ HIMA

- Founded: March 2012
- Capital: 450,000 RMB
- Representative: Levis Ye, President
- # of employees: 3
- Address:
 - 5F, No.207-209, Wulumuqi Road (North), Jing'an District, Shanghai 200040
- URL: <http://www.hima-research.com/>