



National Made in Italy Week

BRACCO JAPAN KICKS OFF

An event at the Italian Embassy in Tokyo with Ambassador Gianluigi Benedetti in attendance, as well as an important science symposium have marked the Bracco Group's announce of its direct presence in the Japanese market, where it has been doing business since 1990 through a successful joint venture with Eisai

Tokyo, 19 April 2024 – The Bracco Group, a global leader in diagnostic imaging, will launch its direct autonomous presence in the Japanese market starting this month. The newly-created Bracco Japan has gradually taken the place of Bracco Eisai, the joint venture founded in 1990 and twice renewed. "Our collaboration has been a journey which, as partners, produced excellent results." wrote Diana Bracco, President and CEO of the Bracco Group, in a letter to the President of Eisai, Haruo Naito. "Throughout this journey, we worked with deep respect for the distinct cultures of our two great nations."

Japan and Italy, indeed, share a long history of friendship and mutual respect. "Today we are honored to strengthen our ties with direct operations through our new, completely autonomous company," stated Fulvio Renoldi Bracco, Vice President and CEO of Bracco Imaging. "Japan represents a strategic market for us, considering both the high average age of the population and the widespread practice of preventive medicine throughout the country, supported by a very advanced health care system, especially in the field of diagnostic imaging. It is a market that will grow rapidly, just as the entire Asia-Pacific region. Bracco Japan is meant to reinforce our historic presence there to better satisfy the needs of local doctors and patients by providing cutting-edge contrast agents, technologies and services for diagnostic imaging, and enhancing our offer with injectors and other products from our ACIST Japan."



Upon completion of the transfer of operations from Bracco EISAI to the new company, Bracco Japan, led by Tetsuaki Sakamoto, a new independent journey now begins both as a producer and a distributor of contrast agents. "However, our work will not stop here," concludes Fulvio Renoldi Bracco. "According to our tradition, our company's commitment will extend beyond business – we are dedicated to promoting medical innovations in Japan, with several new products in development, and we will become closer and closer to the Japanese community of radiologists, so that we may listen to their needs and face future health challenges together".

Contacts:

Carolina Joyce Elefante

Bracco Group Press Office

Email: carolina.elefante@bracco.com

Cell. +39 333 Tel. +39 0221772279

Company Profile

Bracco is an **international Group** active in over 100 countries worldwide in the healthcare sector and a leader in **diagnostic imaging**. It has 3,700 employees and annual total consolidated revenues of around 1,8 billion euros, 88% of which from international sales. In the [Research and Development](#) area, the company invests approximately 10% of reference turnover in the imaging diagnostics and medical devices sectors and has a portfolio comprising over 2,600 patents. Bracco Japan has 140 employees and a turnover of 40 million euros (including ACIST Japan).