

Printer Friendly VersionWEB LINK - <http://www.expresspharmaonline.com/20091215/pharmaally05.shtml>**Vendor News****Tokyo CRO and Ecron Acunova form strategic alliance**

Tokyo CRO, and Ecron Acunova have announced the formation of a strategic alliance strengthening their services in India, Europe and Japan providing sponsors with a global network. This alliance provides pharmaceutical, medical device and biotechnology companies' with access to India, Japan as well as European countries for clinical research. The alliance network is strengthened through a combination of Tokyo CRO's presence in Japan with Ecron Acunova's presence in India and 14 countries in Europe.

Speaking on the strength of this alliance, Toshimi Nishiyama, President, Chairman and CEO, Tokyo CRO said, "As a full service CRO, we have established our presence across Japan, China and Korea. This alliance enables us to extend clinical trials to India, Europe and US.

Driving advantages of geography, D A Prasanna, founder, Ecron Acunova added, "Japan is a key market and requires specific Japanese requirements for the approval of NDA. Often, the opportunity to market the drug is missed due to the specificity for procedure of the approval in Japan. As a full service CRO we have established our expertise across EU, US and India. With sponsors increasingly including Japan in drug development programs, it is imperative for us to establish our operations through experts like Tokyo CRO in the region. While both partners offer full-service CRO operations independently, our execution synergy is enhanced when operating together, rivaling the capability of any competing CRO."