

Chugai Receives Porter Prize 2026

- Chugai's unique business model and competitive strategy, which integrate its proprietary drug discovery technologies with its strategic alliance with Roche, were highly recognized
- First pharmaceutical company to receive the award in 19 years since fiscal 2007

TOKYO, October 16, 2026 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced that it has received Porter Prize 2026, organized by Hitotsubashi University's Graduate School of International Corporate Strategy. This marks the first time Chugai has received the award, and the first time in 19 years, since fiscal 2007, that a pharmaceutical company has received this honor.

Established in 2001, the Porter Prize recognizes companies and business units that have achieved and sustained superior profitability by implementing distinctive strategies rooted in innovation in products, processes, and management practices. The award is named after Professor Emeritus Michael E. Porter of Harvard University, a leading authority on competitive strategy.



Chugai was recognized for placing “Global first-class drug discovery” at the core of its strategy and for its “Technology-Driven” drug discovery approach, which starts with technologies rather than diseases. In addition to conventional small molecule drug discovery, Chugai has established antibody engineering technologies and SnipeTide (macrocyclic peptide drug discovery platform) technology as platform technologies, enabling the creation of innovative medicines that go beyond existing treatments. Chugai was also recognized for its unique business model based on its strategic alliance with Roche, through which it reinvests profits in research and development, achieving both a strong track record in drug discovery and high profitability.

Chugai will continue to accelerate innovation based on its unique technology and science, while creating new value for patients and society and enhancing corporate value on a sustainable basis.

[Reference]

Chugai's Strategy

<https://www.chugai-pharm.co.jp/english/profile/strategy/>

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