# Hall & Partners Open New Office in Tokyo

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Hall & Partners, the leading brand and communications research boutique, yesterday announced it has opened an office in Tokyo, Japan, with Buntari Martosudirjo (Tari) joining the team based there.

Vanella Jackson, Global CEO, commented: â€œJapan is the second largest pharmaceutical market in the world, with over USD 100 billion in sales. Opening an office in Tokyo allows us to better serve our clients based there and globally. We are delighted to have Tari on board as we start growing our team, who has a great depth of local and practice-based knowledge.â€•

Abigail Stuart, Global CEO of Health added: â€œHall & Partners has already established a reputation as a strong partner for our pharmaceutical clients launching new brands in Japan, and for the increasing number of products preparing to launch, we are now even better placed to work with clients to create truly customer centric brands.â€•

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