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THE OTSUKA WHATS & WHOS

*Otsuka
people creating
new products
for better health
worldwide*

Bringing new health benefits to the Indonesian market in an historical year

2018 marks the 60th anniversary of the establishment of diplomatic relations between Japan and Indonesia, and six decades of collaboration between the two countries in a variety of fields.

Otsuka has also played a part in building strong ties, with the establishment of its first operations in Indonesia dating back to 1974 when it began local distribution of intravenous supplies. Since then, the company has expanded its range to include pharmaceutical and nutritional products, and the group now operates 7 companies with approximately 4,000 employees across the country.



Sukabumi Factory ORONAMIN C DRINK production facility (exterior view)

Indonesia's economic growth has brought with it increased attention towards health. In seeking to provide people with a greater choice of convenient, high-quality nutritional products, Otsuka's local affiliate, PT. Amerta Indah Otsuka (AIO), has begun the manufacture and sale of two new products.

The first of these is ORONAMIN C DRINK, a carbonated nutritional drink with a long history as a top-selling brand in Japan, where it is popular with young and old alike. At the launch event, AIO President and Director Yoshihiro Bando said, "With the launch of ORONAMIN C DRINK, we aim to offer new health benefits, and bring energy and smiles to people throughout Indonesia. "A new halal-compliant production line has been built at the company's Sukabumi factory in West Java province, and the product went on sale in June.



ORONAMIN C DRINK bringing energy
and smiles to Indonesian people

The second product launched is the nutritional soy bar SOYJOY, which offers a convenient way to enjoy the benefits of soy. Sales of imported SOYJOY began in Indonesia in 2007, and with the product having taken off, production has now begun on a new line at AIO's Kejayan factory, dedicated to meeting local needs. The product went on sale in July of this year.



Products newly manufactured in Indonesia

A ceremony to mark the completion of these factories was held at the Sukabumi plant. In addition to the Regent of Sukabumi and the Deputy Director of the Indonesian FDA, a total of 143 people took part. In his opening remarks, Tatsuo Higuchi, President of Otsuka Pharmaceutical, said "I am very happy to be able to celebrate this completion ceremony this year, the 60th anniversary of the establishment of diplomatic relations between Japan and Indonesia. Indonesia can look forward to further economic development, and we hope to continue to contribute to the field of health care here."

Starting with the sales of POCARISWEAT in 1989, Otsuka in Indonesia since then has focused on creating products to support people's health and wellbeing, tailored to the culture and customs of Indonesia. With POCARI SWEAT having been widely adopted as a means of hydration in cases of dengue fever, high fever, and diarrhea, it has come to be known as a form of first aid.



In addition, when the company opened its new factory in 2010, it also established a school in the factory grounds as a part of its community activities. Operating as a communal education center, company staff provide tutoring to students living nearby the factory combining the three themes of education, the environment, and health. Its motto is "SATU HATI", meaning "One Heart".

Otsuka is committed to continuing to work in collaboration with the local community as it strives to contribute to the further development of the country, and the health of all its people.



The SATU HATI (One Heart) project in Indonesia