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THE OTSUKA WHAT'S & WHOS

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people creating
new products
for better health
worldwide*

A Celebration of the 40th Anniversary of Otsuka's Arrival in Spain

The Otsuka group of companies in Spain hosted commemorative events in Madrid and Barcelona to celebrate its market entry in Spain 40 years ago, and subsequent long-standing commitment there since the establishment in 1979 of an office in Madrid. Shortly thereafter, the former Miquel Laboratories in Barcelona was acquired by Otsuka.

The 40th anniversary celebrations were an opportunity for the four Otsuka group companies in Spain to present themselves inclusively and simultaneously to national and regional authorities, opinion leaders, customers, and other stakeholders. The four group companies with a presence in Spain are Otsuka Pharmaceutical S.A. (prescription drugs), Hebron S.A. (coatings, polymers, inks and adhesives), Trocellen Ibérica (polyethylene foams), and Nutrition & Santé (dietetic and organic foods).



Minister Naohito Watanabe (consul general of Japan in Barcelona) addresses the audience

More than 150 people participated in the events in Madrid and Barcelona on November 14 and 15, respectively. Numerous personalities from the government sector, the business world, the health sector and the Japanese Embassy in Madrid and Consulate in Barcelona took part.

At the ceremonies, Otsuka Pharmaceutical S.A. Managing Director Concha Caudevilla and Hebron SA Managing Director Marc Monnin said they felt proud of their companies' successes, which have contributed to improve the quality of life of the Spanish citizenry and to the sustainability of employment and the economy.

Currently, Otsuka group companies have more than 600 employees in Spain and four plants. Export activity represents 15% of total consolidated net sales.

Mr. Andy Page, (interim) president and CEO of Otsuka Pharmaceutical Europe, Ltd., stressed the importance of trust in long-term relationships as a key success factor.

Francesc Miralles, the award-winning Spanish author, who co-authored the bestseller *Ikigai: The Secrets of Japan for a Long and Happy Life*, explained to attendees the meaning of the word *ikigai* and shared points from the book. He noted, "Identifying the *ikigai* brings passion, satisfaction and happiness to the life of the individual." He also referred to the Japanese concept *ichi-go ichi-e*, which literally translates as "one time, one meeting", the concept of the unrepeatable and therefore cherishable nature of a moment.

The events were a splendid culmination of the 40-year commitment to Spain by the Otsuka group of companies.