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THE OTSUKA WHATS & WHOS

Otsuka
people creating
new products
for better health
worldwide

Sixty-Two French Master's Degree Students Learn About Otsuka



ISEFAC Masters Degree students visit Otsuka

To nurture global leaders, the French government is working with the French Embassy in Japan and organized a program, inviting French students to visit companies in Japan to deepen the understanding of each other's cultures. ISEFAC is one of the largest private education organizations in France and this year, 62 of its master's students joined the study tour to Japan.

Otsuka is one of the stops these HR Management, Public Relations and Marketing students made. In the past, such overseas study groups have traveled to Denmark and China. Next year will be the United States.



ISEFAC Masters Degree students were encouraged to ask questions

It was a short but a very important visit for the visitors as most did not know much about Japan to begin with, let alone how companies are run in Japan. The students were very interested in Otsuka's unique approach and venture spirit and felt that Otsuka respects human beings as well as the environment.



Sigrid Allemeersch, Nutrition & Sante team, Brand Ambassador (nutritionist) speaking to students about Otsuka

Student Reactions

Lada Dibrova was impressed with Otsuka's creative approach. "Otsuka's particularity is the fact that its' field of work is science yet it has a very creative approach.

Precision and rigor are the key factors when you create pharmaceutical and nutraceutical products so it seems that there is no place for originality. Yet Otsuka turned this around and made creativity and diversity its primary values.

From what I have seen during the presentation it is these values that made Otsuka the leader on the market and helped take another step on the way of solving some of society's essential problems like schizophrenia and world hunger. I also think Otsuka is a company that really values its employees and creates a positive working environment."



Otsuka Pharmaceutical's nutraceutical products display



Global PR Department Director welcomes an ISEFAC student

Stephanie Scott said, "I wasn't aware that Gerblé was held by Otsuka Pharmaceutical, so now I know that Otsuka isn't only a pharmaceutical company but also a nutrition company."

Another ISEFAC student, Doriane Gouas-Vadot shared, "My first impression of Otsuka was that it is obvious that Otsuka is with an international scope. Just look at the website, it positively breaks the rules usually respected by

pharmaceutical companies and gives the impression that the company is very close to patients."



Byunghoon Lee, Human Resources Development Institute manager, one of the Otsuka speakers

Our philosophy

Mr. Byunghoon Lee gave a presentation about Otsuka's culture to the French master's degree students by beginning with Otsuka Group's philosophy: **Otsuka-people creating new products for better health worldwide.**

This philosophy has driven employees to create great things and grow the company in a unique way. In order to explain the philosophy, slides with the four main points were used to explain further; 'Otsuka-people', 'For better health', 'Creativity' and 'Diversity'.

First, Otsuka's most important asset is its employees who follow these four main pillars. Secondly, Otsuka is a for-profit company, but approaches 'healthcare' in the sincerest way possible. Thirdly,

Otsuka people must use their 'creativity' and practice their 'diversity' in order to accomplish their ultimate goal of 'creating new products for better health worldwide'.

Otsuka's creativity starts with 'paradigm shift' and embracing 'diversity' of Otsuka people and their ideas. To better explain the concept, the presentation was wrapped up with the turning of the flat world map upside down to show the guests that Otsuka employees are always encouraged to think differently rather than to follow the convention.