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# THE OTSUKA WHAT'S & WHOS

Otsuka  
people creating  
new products  
for better health  
worldwide

## New Office Opening in Zurich, Switzerland



### To introduce innovative pharmaceuticals from Japan

On May 13, 2014 the new Otsuka offices in Glattbrugg, near Zürich, Switzerland were officially opened. At the opening ceremony, guests were honoured by the presence of Ambassador of Japan to Switzerland, H.E. Ambassador Ryuhei Maeda and his wife.

The opening ceremony was themed around the traditional Japanese cherry blossom festival Sakura Hanami, as a symbol of new beginnings and spring. In addition, the cherry blossom stands for the numerous similarities between Switzerland and Japan. In Switzerland, cherries are a major crop in summer and are celebrated with several

*Ribbon cutting ceremony to officially open the offices of Otsuka Pharmaceutical (Switzerland) GmbH, H.E. Ambassador Ryuhei Maeda, Heidi Zbinden, Managing Director of Otsuka Pharmaceutical (Switzerland) GmbH; Dr. Taro Iwamoto, President, Representative Director Otsuka Pharmaceutical Co. Ltd.*

specialties, including the famous Kirsch-Schnaps, whereas in Japan cherry blossom is celebrated with a special festival.



*“Herzlich willkommen zur Eröffnung von Otsuka Pharmaceutical Switzerland“*  
*“Welcome to the official opening of Otsuka Pharmaceutical in Switzerland “*  
*“Mina-sama Otsuka Seiyaku Suisu Shiten no Opening e youkoso”*

Heidi Zbinden, who has been appointed Managing Director of Otsuka Pharmaceutical (Switzerland) GmbH opened the official part of the evening in German, English and Japanese. As former director of marketing and market access at the Danish pharmaceutical company Lundbeck, Heidi Zbinden has extensive experience in the Swiss pharmaceutical market, *“I am very proud and excited to be a part of a company that is committed to contributing to the health and well-being of people in Europe through its innovative products and forward thinking approach.”*



*Heidi Zbinden, Managing Director of Otsuka Pharmaceutical (Switzerland) GmbH*



*Dr. Taro Iwamoto introducing Otsuka Pharmaceutical Co. Ltd.*

Dr. Taro Iwamoto, president and CEO of Otsuka Pharmaceutical Co., Ltd. Travelled from Japan to Switzerland for the opening event and introduced the guests to the philosophy and values of the company, *“At Otsuka our aim is to bring our innovation and creativity to all corners of the world, enabling us to contribute to the health of people across the globe. The establishment of our new office in Zurich brings us one step closer to this goal and marks a major milestone in the continued growth of Otsuka in Europe.”*

The new offices in Glattbrugg are located only a short drive away from the airport and with good links to the city of Zürich. They provide a welcoming and calm working atmosphere in a modern environment. Currently Otsuka Pharmaceutical (Switzerland) GmbH employs a team of fourteen people.

Otsuka Pharmaceutical (Switzerland) GmbH was also welcomed by the mayor of Opfikon-Glattbrugg, Paul Remund, with a toast during dinner.

With the opening of the new offices in Glattbrugg, Otsuka Europe has taken another step in establishing a long-term presence in Switzerland. Ole Vahlgren, CEO and President of Otsuka Pharmaceutical Europe Ltd. Said, *“We are proud to introduce our innovative products to the Swiss market and look forward to becoming a valued and trusted partner in the Swiss healthcare community.”*



*Ole Vahlgren*

Find out more about Otsuka Pharmaceutical (Switzerland) GmbH at [www.otsukaswitzerland.ch](http://www.otsukaswitzerland.ch) which will be online soon.