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# THE OTSUKA WHAT'S & WHOS

*Otsuka  
people creating  
new products  
for better health  
worldwide*

## Overcoming Japan's 1974 Oil Crisis, Taiwan Otsuka Celebrates 40 Years



(left) 1974 Chungli Factory Open Ceremony (right) Mr. Ichiro Otsuka, Vice Chairman, Representative Director of Otsuka Holdings Co. Ltd., presents Mr. Kuo Sun An, Chairman, Taiwan Otsuka Pharmaceutical with a commemorative Otsuka ceramic plate

Taiwan's Minister of Health and Welfare, Dr. Wen-ta Chiu, kicked off Otsuka Taiwan Pharmaceutical's 40<sup>th</sup> Anniversary celebration with a message of congratulations. He gave an overview of the company's contribution to the history of medical therapies in Taiwan since it was first established in 1974. Dr. Chiu also mentioned of the development of Taita solutions, therapeutic agents launched since the 1980s such as Meptin and Mikelan, and then Pletaal, Abilify and Samsca, and PIC/S GMP certification of the Chungli factory in 2010.

The event held at Regent Taipei Hotel was attended by a total of 85 guests, including Mr. Ichiro Otsuka, Vice Chairman of Otsuka Holdings and representatives from Taiwan's Ministry of Health and Welfare, Otsuka group companies, Taiwanese corporations, Taiwanese shareholders and former Taiwan Otsuka management.

Taiwan Otsuka Pharmaceutical was established as a pioneer in the Asian market on August 30 1974 during Japan's oil crisis, at a time when the world was also in the grip of recession. At the time, significant growth was forecast for the Asian market.

The factory started production in 1976, and the business went into full swing in July. The Taiwanese market environment has seen remarkable change, both stable and ongoing.

The sales division currently has specialist medical representatives in the three areas of therapeutic drugs, CNS drugs and parenteral nutrition, and the company has expanded to employ 180 staff, including factory employees.

Taiwan Otsuka Pharmaceutical, by providing innovative drugs and information, has made an ongoing contribution to the health and medical treatment of people in Taiwan. All employees are making a collective effort to use this 40th anniversary as a springboard to the future, striving for even greater development.



April 22, 1985 Mr. Akihiko Otsuka, one year before he was appointed as President of Otsuka Pharmaceutical, visited Taiwan Otsuka Pharmaceutical