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会見

INTERVIEW

## Santen Pharmaceutical set up European headquarters in Geneva

Osaka-based company Santen Pharmaceutical, specializing in ophthalmology medicines has settled its European office last year in Geneva.

Shigeo Taniuchi is the Head of Europe, Senior Corporate Officer, at Santen Switzerland SA. He graduated from the Tokyo's Rikkyo University in the field of chemistry and studied MBA at University of Cambridge, UK.

"I joined Santen because it is a company with long history— set up in 1890 — with a unique focus on ophthalmology and a comfortable corporate culture of customer focus", Shigeo Taniuchi said.

Starting in the sales department, he has served several international departments covering the United States, Europe and Asia throughout his career.

### *Expansion in 50 new markets*

Santen Pharmaceutical began its expansion in European Nordic countries through the acquisition of a Finland-based local firm during 1990s. In 2014, it took over ophthalmology assets from U.S.-based Merck & Co., Inc. Thanks to this acquisition, it now covers 50 countries in Europe and Middle-East, doubling the number of



Santen Switzerland SA's staff (July 5<sup>th</sup>, 2016)

countries under its portfolio. "Santen grew up in Japan, where we are very strong with more than 40% of the market share in ophthalmologic area. We also have a large part of our business in China and Korea and our business is growing in the South East Asia. We want now to expand in Europe", Shigeo Taniuchi explained.

Santen Pharmaceutical has also a R&D presence in the US.

### *European headquarters in Geneva*

Santen European headquarters is responsible for the management of 50 countries. It takes the stra-

tegic key decisions to be adopted country by country, but not operational decisions which are made by each country team.

Assigned two years ago in Switzerland, Shigeo Taniuchi's mission was to find a new location for Santen's office.

"We have been looking for a global and diversified location for our European office. We have considered several countries and selected Switzerland based on several criteria: access to the European market, political and economic stability, rich pharmaceutical talents and a neutral nature of country", Shigeo Taniuchi said.

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## 会見

INTERVIEW

## Santen Pharmaceutical set up European headquarters in Geneva



Shigeo Taniuchi,  
Head of Europe, Senior Corporate  
Officer, Santen Switzerland SA

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“We visited several cantons in Switzerland, with the support of

Switzerland Global Enterprise (S-GE). Geneva appears as a unique place to attract very diversified talents, with an easy access to an international airport, and also a nice climate, which is important to attract people”, he further said.

Santen now employs about 33 staffs in Geneva, with more than ten different nationalities, including Japanese expats and Swiss nationals, but also staffs from several countries in Europe and Asia.

### Going beyond Europe

“Our office is designed to go beyond Europe. In Geneva we can find the talents for a global business. Recently we have recruited a

global head for the supply chain; in our past practice this sort of position would be hired in Japan. But I believe we can find here more suitable persons who has a real global mindset to work for Japan in the morning and for the US in the afternoon”, Shigeo Taniuchi said.

“Santen has decided to go everywhere. We went to Asia in the 1980s and to the US in the 1990s. It is very challenging to enter the US, but it has always been our plan. Just when and how is still under discussion. Additionally, we are planning to expand business aggressively to anywhere in the world where Santen can contribute to patients who suffered from eye disease”, he said.

## Japan's current economic situation

## 動向

SITUATION

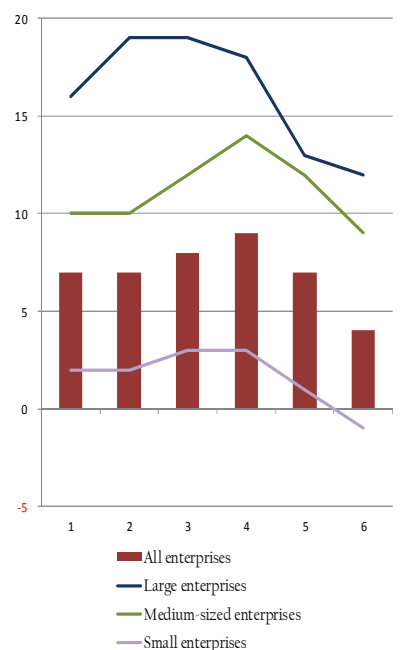
The Tankan judgment survey on business conditions for all enterprises has remained positive in the June 2016 survey (+4), even though it declined from the previous survey in March 2016 (+7). The Tankan survey is conducted by the Bank of Japan to provide an accurate picture of business trends of enterprises in Japan.

Japan's exports declined 11.3% in May 2016, showing a decrease by 13.0% in Asia, by 10.6% in North America and by 3.5% in Western Europe (no change in Switzerland). Exports decreased by 16.1% for electrical machinery, by 9.5% for

machinery and by 3.4% for transport equipment.

However, the domestic demand remains firm. The current survey of orders received in construction increased 11.3% in May 2016 to JPY 6384 billion (provisional figures). The consumer price index for Japan in May 2016 was 103.6 (2010=100), up 0.1% from the previous month. The seasonally adjusted unemployment rate was 3.2% in May 2016 (against 3.3% in May 2015).

Tankan judgment survey on business conditions (Diffusion index of "Favorable" minus "Unfavorable")  
Source: Bank of Japan



## Election of members of the House of Councillors

The regular election of members of the Japan's House of Councillors took place on Sunday 10<sup>th</sup> July, 2016. 121 of the 242 members were elected.

The House of Councillors is the upper house of the Japanese Diet, which consist together with the House of Representatives in a total of 717 members.

The members of the House of Councillors are elected for a term of six years, half of its members being elected at each election.

This election was the first national election to allow citizens aged more than 18 (instead of 21) to vote.

### *Increase of Prime Minister Sinzo Abe's party*

The ruling Liberal Democratic Party increased its number of seats by 5, from a total of 115 to 120. The LDP is a conservative party, in

Party	2016 election*	2013 election*	2016 results
Liberal Democratic Party	55	65	120 (+5)
Democratic Party	32	17	49 (-11)
Komeito	14	11	25 (+5)
Japanese Communist Party	6	8	14 (+3)
Initiatives from Osaka (Ōsaka Ishin no Kai)	7	5	12 (+5)
Social Democratic Party	1	1	2 (-1)
People's Party Life (Seikatsu no To)	1	1	2 (-1)
Party for Japanese Kokoro	0	3	3 (0)
New Renaissance Party (Shinto Kaikaku)	0	0	0 (-1)
Others	5	10	15 (-3)

Breakdown of seats at the House of Councillors

( ): Change from 2013

\* Half of the seats

power since its foundation in 1955, with the exception of two periods from 1993 to 1994, and from 2009 to 2012.

The Komeito — which is part of a coalition supporting the Prime Minister Abe's coalition — also

obtained 5 additional seats, securing a total of 25 seats.

However, the Democratic Party — the main opposition party — lost a total of 11 seats, falling to a total of 49 seats.

## Tanaka acquires the stocks of Metalor Technologies

Tanaka Holdings has announced on July 12<sup>th</sup>, 2016, that it will acquire all the stocks of Neuchâtel-based company Metalor Technologies International SA.

Tanaka is a Japanese family-owned leading precious metals trader, refiner and manufacturer with a history well over a hundred years. Based in Tokyo, and established in 1885, Tanaka employs 3,500 people. Metalor is a major world supplier of precious metals, producing several kinds of alloys, especially for the

watch and jewellery industry.

“Tanaka and Metalor offer highly complementary aspects both in terms of business and regional strategy. We anticipate creating significant synergies which will open new avenues for innovative global strategies for the expanded Tanaka Precious Metals group. We firmly believe that this step will greatly benefit the precious metals industry as a whole”, said Akira Tanae, Representative Director and CEO of Tanaka Holdings.

“Thanks to the previous shareholders, Metalor has been able to invest extensively in Europe as well as in Asia and in the Americas. The Tanaka group will bring a new level of shareholder stability and technological mastery. The entire Metalor team supports this transaction and we hope it will close as soon as possible.”, said Philippe Royer, CEO, Metalor Technologies International SA.

動向

SITUATION

投資

INVESTMENT

## 革新

INNOVATION

## Drone delivery in Chiba's golf course resort

Tokyo-based company Rakuten announced the launch from May 9<sup>th</sup>, 2016 of a delivery service by drone at the Camel Golf Resort in Chiba prefecture (Kanto region, Greater Tokyo Area).

*Sora Raku* is the name of the delivery service utilizing drones. Its first application in a golf course is to deliver golf equipment, snacks, beverages and other items to players at several pickup points on the golf course.

Golf players can order items through a smartphone application. The drone will then fly up to the pick up point, deliver the load and return to the takeoff point. The maximum load capacity is approximately two kilograms.

Rakuten decided to start with a delivery in a golf course resort, because Japan has introduced restrictions on drone flights in crowded areas.

The drone has been developed by



"Sora Raku" Delivery Service  
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Rakuten and Autonomous Control Systems Laboratory Ltd (ACSL). It also uses the image recognition technology developed by the Rakuten Institute of Technology. Rakuten Group is one of the world's leading Internet service companies, providing a variety of

consumer- and business-focused services including e-commerce, eBooks & eReading, travel, banking, securities, credit card, e-money, portal and media, online marketing and professional sports. It had a revenue of JPY 714 billion in FY 2015.

*JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.*

*The JETRO Switzerland Newsletter can also be viewed and/or downloaded online:  
<http://www.jetro.go.jp/switzerland/newsletter>*

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