

Otsuka launches English website for global viewers

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Singapore: Japan-based Otsuka Pharmaceutical launched a newly designed English corporate website in collaboration with an Amsterdam-based creative agency. The new site reflects Otsuka's philosophy of "Otsuka-people creating new products for better health worldwide".

With additional new content designed creatively, the new website adopts an innovative, personal design to attract people from around the world.

The online portal provides an opportunity for inquisitive internet users to discover what Otsuka is. New content on the site includes Otsuka People Talk, which are video interviews with Otsuka employees in Japan and overseas, and Whats & Whos, an English-language global journal focusing on unique global initiatives pioneered by Otsuka.

The website also incorporates comprehensive health information related to specific Otsuka business areas including tuberculosis, dry-eye and metabolic syndrome.

The Otsuka Pharmaceutical culture encourages each and every employee to embody a spirit of innovation, as emphasized by its chairman Mr Akihiko Otsuka, who often says, "People make the company run, people do the thinking." To communicate this stance to its customers throughout the world, the firm has developed the new website in order to convey an intimate, personal experience.