

Excellency, Distinguished guests, Ladies and Gentlemen,

It's my greatest pleasure to congratulate the official launch of Kyowa-Kirin, as one of the most renowned Japanese companies in a global-basis.

When I was younger, this company grew up based on two competitive pillars; one is pharmaceutical manufacturing, and the other is distillery. After that, the company has continuously experienced merge, acquisition, split-off, and affiliation. This history of Kyowa-Kirin in so many transformation underscores how attractive its backbone is. The company has tirelessly developed the state of art expertise and knowledge in pharmaceutical manufacturing.

In the meantime, there is one thing unchanged in the company's transformation history. You know what? That is interestingly a company name; "Kyo-Wa". In Japanese, "Kyo" means cooperation. Traditionally, the Japanese society has developed based on rice cultivation culture which fundamentals needs a cooperation in a whole community. So, "Kyo", meant "cooperation", is a Japan's fundamental principle. Then, "Wa" means harmony in Japanese. Under the Japan's first legal document effected more than a thousand years ago, in the first Article, the first sentence prescribes, "Harmony is prime importance of the value". So, the company name "Kyo-Wa" implies the Japan's most important principle and value; cooperation and harmony. There is no reason why not to cooperate with Kyowa-Kirin in a harmonious way, and why not to trust Kyowa-Kirin 100%. The Japanese tradition grants it.

Ladies and gentlemen,

In Japan, we have a long history of an exceptionally unique medicine marketing, named “oki-gusuri”. The marketing concept is “use first, pay later”. At the beginning, a salesperson comes to your home to bring you a package of variety of medicine, without requesting you any advanced payment. You have no obligation to buy anything. Then, you may use any medicine when you need. A few month later, the salesperson comes around, you’ll pay for only what you’ve actually used. Then, the sales person updates the package continuously.

This business model completely depends on the mutual trust among salesperson, consumer and medicine effects. Salespersons’s groups also have three strict disciplines; trust in medicines, trust in sales, then, trust in persons. So, I don’t need to say: a Japanese medicine company, Kyowa-Kirin is absolutely 100% trustful. In the meantime, the new Dubai office has to make further effort to maintain such Kyowa’s trustful reputation.

Ladies and Gentlemen, In a home page of Kyowa-Kirin, we can find out a love-story comic manga. The title is “the story of basic immunology”. It’s a very lovely funny humorous manga composed of 31 episodes. So I hope Kyowa-Kirin translates it into the Arabic version to enlighten what immunology is. Anyway, from the manga, I learnt one thing. That is; one invention inspires the next new discovery. Unwavering efforts to invent a new remedy contribute to the humankind in terms of healthy society, safer society, and even world prosperity. This is what the Kyowa-Kirin has demonstrated.

So, everyone, please expect Kyowa-Kirin, and cooperate with Kyowa-Kirin, then trust Kyowa-Kirin absolutely. The history guarantees it.