



Feature

Approach to Global CSR PT. Hisamitsu Pharma Indonesia

PT. Hisamitsu Pharma Indonesia established a factory in Sidoarjo, Indonesia, in 1975, which is marking its 42nd year of operation this year. As in Japan, PT. Hisamitsu Pharma Indonesia offers well-known Salonpas® products to the people of Indonesia, which have become synonymous with pain-relief patches.

The operations at the new factory in 2015 has doubled its production capacity, with products supplied to Indonesia as well as exported to other regions in Southeast Asia.

Overview of PT. Hisamitsu Pharma Indonesia

PT. Hisamitsu Pharma Indonesia (HIC) has a factory and headquarters in Sidoarjo, a suburb of Surabaya, the second-largest city in Indonesia, and a sales head office in the capital city of Jakarta as well as sales branches in 10 other major cities.

HIC employs approximately 300 people. Apart from the president and a director of manufacturing filled by HR assigned from Japan, HIC hires local employees including the factory manager.



▲ Event commemorating the 170th anniversary of Hisamitsu Pharmaceutical (with people creating the number 170)

The local newspaper covered the event, in which people created the number 170 on the roof of the factory.



Production and Sales Activities

Sidoarjo Factory has been expanding since 1975 as of its foundation. Factory No. 1 was renovated in 2004, and the new Factory No. 2 was established in 2015 to create a two-factory system. The Sidoarjo Factory conducts production activities in compliance with Indonesian laws and regulations, including approvals to produce pharmaceuticals, waste treatment, and other environment-related laws, and minimum wage and other employment-related laws. There were no other factories nearby when the Sidoarjo Factory was established, and it has contributed to employment in the community.

In Indonesia, Salonpas®, ByeBye-Fever® (cooling gel sheets), and other products are sold through pharmaceutical wholesalers through a range of channels from large scale establishments like shopping malls to small neighborhood stores. After gaining an understanding of store conditions, the sales staff of Salonpas® hold numerous campaigns and conduct various activities geared toward increasing brand recognition.



▲ Salonpas® manufacturing process

The production line created by balancing the between employment and productivity. Apart from the other key facilities, local equipment and facilities are planned for use in operations.



▲ Lunch at the employee cafeteria

The employee cafeteria provides halal meals in accordance with religious dietary restrictions.



▲ Prayer room inside the factory

The factory has a prayer room for employees to be used during prayer times during working hours.



▲ Explaining products at shopping malls

In cooperation with retail partners, promoting the Salonpas® brand using posters, POP, and other displays.



▲ In-store communication

Visitation to small and large size retail stores to collect feedback from store operators and employees as well as customers.



▲ Integrated activities for Salonpas® Day

Employees' Thoughts on Indonesian Society

Production General Manager and Quality Manager

Istik Nafiatik



I have been working here for 26 years, so I have become an old-timer. I became Factory Manager after building up my career in Quality Assurance, and now I am in charge of operating the factory together with Production Director, Mr. Hiroki. As a company that handles pharmaceuticals, In addition to GMP and PIC/S compliance initiatives, I also want to take an active action to protect the environment.

Female factory managers are not common in Indonesia, so that I will work hard to create a workplace in which everyone feels comfortable while working and help make us the No.1.

HRD & GA General Manager

Yayan Heryana



I joined the company in 2009, so I have been here for almost 10 years. My job covers a broad area, including IT and legal affairs. Laws and regulations are constantly being amended in Indonesia, so I am continuing to study the law even now. Through my work, I want to create a firm foundation for Hisamitsu's basic approaches of "Customer first Principle" and "Delivering Better QOL." I aim to be part of the "local global company" that Chairman Nakatomi Hiroataka talked about when our new factory was established to improve our reputation in Indonesia.

Stakeholder Engagement

For further improvement on its CSR activities, PT. Hisamitsu Pharma Indonesia conducted stakeholder engagement with its raw materials supplier PT. Jutarasa Abadi and representatives from BPOM, the National Agency for Drug and Food Control of Indonesia.

Stakeholder engagement: The process of understanding stakeholder requests and reflect them in the company's activities and decisions.

Engagement with PT. Jutarasa Abadi



Participants : from PT Jutarasa Abadi: Tejo Kusumaraga, Setiadi, Didik

From PT. Hisamitsu Pharma Indonesia: **President Director Kato, Production Director Hiroki, Istik, Yayan, Julius, Agung, Albert**

Date: July 7, 2017

PT. Jutarasa Abadi began doing business with PT. Hisamitsu Pharma Indonesia in 1985. Its corporate group provides wholesale pharmaceutical products such as flavoring agents, and agricultural production and sales. The company conducts numerous projects that focus on creating a sustainable economy, fair trade, and protecting the human rights of producers. These projects were described in detail during the engagement. PT. Hisamitsu Pharma Indonesia communicated its CSR situation and heard about expectations for the future through the exchange of various information.

PT. Jutarasa Abadi expressed its gratitude for holding the stakeholder engagement and commented that, along with its respect for Hisamitsu Pharmaceutical's CSR initiatives and their long history, it was now interested in learning even more about them. PT. Hisamitsu Pharma Indonesia also received a specific proposal to conduct future collaborative projects in the areas of agriculture, raw materials, and products in Indonesia, as there are many agriculture-related issues to address in the country.

Production Director Hiroki

This was the first such opportunity at PT. Hisamitsu Pharma Indonesia to conduct engagement. Instead of discussing work operations, we exchanged information focusing on CSR, which allowed us to learn more about the potential of our supplier and social conditions in Indonesia. I learned a great deal.

Employees' Thoughts on Indonesian Society

Junior Director Sales & Marketing

Refina Mariana

I worked at a local pharmaceutical company before working at Hisamitsu. I joined the company in 2015 and shared Hisamitsu's mission of "Promoting Patch Treatment Culture Worldwide" and. Indonesia is a young country with a youthful population, and I would like to expand and solidify the Salonpas® brand presence that we have built up.

People's awareness toward healthy habits is shifting in Indonesia and I plan to get a firm grasp on this trend and use it in marketing.



Marketing General Manager

Chairul Tedjamulya

I have been working at this company for 30 years. I cannot even imagine it when thinking about how the Salonpas® brand had become today, because the brand was not well-recognized at first, and it was difficult to get customers to even listen to us. Product awareness has risen during this time, until now its brand have become synonymous with pain-relief patches. We aim to become the No. 1 company in Indonesia through innovation so that we can satisfy people's demands for medicines and their health.





Engagement
with BPOM



Participants : from BPOM (Badan Pengawas Obat dan Makanan-Republik Indonesia: National Agency for Drug and Food Control of Indonesia) Ondri Dwi Sampurno, Deputy of Traditional Medicine, Cosmetics, and complementary Product Control Maya Gustina Andarini, Directorate of Traditional Drug, Food Supplement and Cosmetics Indriaty Tubagus, Directorate of Inspection and certification of traditional medicine, cosmetics and complementary products Cendikia Sri murwati, Head of Subdirectorate Product 1 (Traditional and Quasi Drugs) Kenik Sintawati, Head of Subdirectorate Surveillance of Traditional Drugs, Cosmetic and Food Supplement Rosita, Head of Subdirectorate Product 1 (Inspection) From PT. Hisamitsu Pharma Indonesia: President Director Kato, Ayu, Auw

Date: July 10, 2017

Holding dialogue with BPOM, which is involved in granting business licenses for pharmaceutical manufacturing at PT. Hisamitsu Pharma Indonesia, offered insights into the medical and health situation in Indonesia and other general issues pertaining to CSR.

BPOM talked about how there is now higher interest among citizens in maintaining daily health and preventing disease in Indonesia. Meanwhile, PT. Hisamitsu Pharma Indonesia provided an overview of its compliance initiatives and CSR activities to facilitate greater understanding.

President Director Kato

Usually my thought only centered on company's business, but with the engagement with BPOM allowed me to get a new outlook on social issues from a broader medical and health perspective. I would like to use the understanding that I gained through the dialogue with the government representatives in our initiatives in the coming years.

Senior Marketing Manager

Auw Lidyawati



I joined Hisamitsu after studying in Japan, and have worked for PT. Hisamitsu Pharma Indonesia since 2012. My mother encouraged me to become a pharmacist, and I realized that because I also wanted to do work that benefits people in Indonesia. I strive to conduct marketing at Hisamitsu in order to raise more awareness for health and medicine. I would also like to consider social contributions that involve ethical areas to deliver a better quality of life of Indonesians.

Junior Product Manager, Marketing Division

Fitri Melasari



I admired Salompas® brand and joined the company in 2009. The national health insurance system which is common in Japan is currently being developed in Indonesia. I would like to learn from the beneficial aspects of Japan and widely spread healthy habits in Indonesia while also achieving growth for PT. Hisamitsu Pharma Indonesia. Twenty years from now, I hope to have an important role here at the No.1 company in Indonesia.