



Produced by: GLOBAL MEDIA POST

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# FINDING SHARED VALUES AND GOALS WITH JAPAN

Japan has been a favorite market for Irish companies in the Asia-Pacific region not only because the Japanese value loyalty in business, but also because they share an open-mindedness towards game-changing innovation.

"Ireland's rule-based society, open and IT-advanced economy and the use of English as an official language provide foreign companies with a great business opportunity. I have observed on many occasions how the Irish people, private sector and government of Ireland have continuously made great efforts to improve on those advantages," Ambassador of Japan Mitsuru Kitano said.

In the recent years, Ireland has gained global admiration for becoming a leading hub for technology. It has also convinced some multinational companies to move their European headquarters and main operations bases there. Although medical technology, fintech, aviation and engineering have shown impressive growth in exports to Japan, pharmaceuticals remain as the largest Irish export.

"Takeda is the oldest Japanese company operating in Ireland and we continue to invest in the country. There's something in the DNA of both countries and people that allow them to very quickly strike up a rapport and work effectively. I've seen this repeated over time. I think people in both countries have a common natural interest in our respective cultures and value the relationship aspect of business. I look forward to seeing further development and investment in Ireland," Takeda Ireland General Manager Shane Ryan said.

Ireland has also emerged as one of the largest exporters of medical devices to Europe and has stepped up efforts to expand its business in Japan.

"Aerogen has been steadily building its presence and reputation in Japan over several years. Now, we feel it is the right time to accelerate our investment in the market. Aerogen is already recognized as the market

leader in aerosol drug delivery in hospitals both in the US and Europe. We see Japan as our next biggest market opportunity and have been very strategic about our business there, building our reputation by providing excellent patient care and customer and clinical support. We are in Japan for the long-term and now have our own local Aerogen management team working alongside our partners and distributors," Aerogen founder and CEO John Power said.

Consistently working on improving business ties over the last 60 years, Ireland expects even better business because of the EU-Japan Economic Partnership Agreement, which came into effect in 2019.

"It's a very stable business environment. The Irish government is very pro-business because its agenda is to secure employment through global and local enterprises. Also, Ireland is a very open economy and its population is young. I'm passionate about bringing Japanese companies to Ireland because there are many reasons for them to come here, one of which is it is the gateway to Europe and beyond," Japan External Trade Organization Dublin Correspondent Office Head Yasuyuki Ozeki said.

Meanwhile, Department of Foreign Affairs and Trade Secretary General Niall Burgess has expressed optimism about the future of bilateral ties following the opening of the new Ireland House in Tokyo.

"The new Ireland House will support a deeper and broader partnership with Japan in the decades to come, and help drive new opportunities for Irish business in the region," Burgess said.

"The new flagship Ireland House in Tokyo forms part of the government's 'Global Ireland' expansion of overseas representation. It hosts our embassy and state agencies, like IDA Ireland (foreign direct investment promotion), Enterprise Ireland, Bord Bia (Food Board) and Tourism Ireland, and provides a superb promotional platform for Ireland," he added.

# DILLON EUSTACE: AN EXPERT ON IRISH LAW AND JAPAN

In order to foster the many valued, established and developing relationships with its clients in Japan, the Irish law firm Dillon Eustace opened a representative office in Tokyo in 2000. The office was set up by Partner Brian Dillon, who was admitted by the Japanese Bar Association while a resident in the Japanese capital and is now a partner in the firm's Asset Management and Investment Funds Department.

Dublin-based Dillon Eustace was sought out as an adviser by several leading Japanese financial institutions, including Daiwa Securities, Sumitomo Mitsui, Nomura, Nissay, SPARX, Tokio Marine, Simplex and Yuki, when they established regulated investment funds in the country. The firm has also advised other Japanese companies on property, construction, aviation, employment and corporate issues in Ireland.

The law firm's presence in Tokyo allowed Dillon Eustace to build strong ties with top law firms in Japan and represent mutual clients in litigation in Japanese and Irish courts.

Aside from promoting events aimed at attracting foreign funds to Ireland, it regularly sponsored and attended annual conferences and seminars in Tokyo hosted by both Irish Funds and the Alternative Investment Funds Association. In that effort to promote Ireland, Dillon Eustace has worked with the local representative of Ireland's Industrial Development Authority, Derek Fitzgerald.



Dillon Eustace Partner Brian Dillon

Dillon Eustace is also a very active member of the Ireland Japan Association, once chaired by Partner Aisling O'Malley. Partner Shane Geraghty, meanwhile, is a current member of the IJA council.

Because of its relationships in Japan, Dillon Eustace is delighted with the news that construction of the new Ireland House in Tokyo coincides with the 20th anniversary of the opening of its representative office.

With offices also in New York and the Cayman Islands, Dillon Eustace has built a reputation as a leading adviser on asset management, investment funds, banking, capital markets, corporate and merger and acquisitions matters, employment, financial services, insurance, real estate and taxation, as well as litigation and dispute resolution. → www.dilloneustace.com



# TAKEDA: DEEPLY COMMITTED TO FURTHER GROWTH IN IRELAND

Twenty-three years since it entered the market, Japan-based pharmaceutical company Takeda has become one of the largest Japanese companies in Ireland following the acquisition of Irish pharmaceutical company Shire in 2019. Today, it operates two large manufacturing plants and has several commercial offices across the country.

"Looking back, the integration of two large organizations was a major project and it was executed really well. If you ask our employees now how much they feel like they belong in Takeda, irrespective of which legacy entity they came from, you'd find that they feel the same sense of belonging in the new organization," Takeda Ireland General Manager Shane Ryan said.

The merger boosted the size of Takeda's workforce and allowed it to establish a presence in new therapeutic areas in Ireland. In that same year, Takeda opened its first end-to-end manufacturing facility, a €70 million investment to manufacture one of Takeda's novel cancer

treatments. It is also building a new facility for an innovative cell therapy, which will be first of its kind in Europe.

In light of the COVID-19 pandemic, Takeda is seen as one of the largest contributors to the Irish health care ecosystem by introducing new treatments, bringing in product manufacturing contracts, providing a stable supply of medicines and expanding access to potentially life-saving treatments. The pandemic has shown that Takeda can be an agile and responsive company that can adapt very quickly.

"We're very hopeful that the growth in the Irish facilities will continue and that we will see some of the newer treatments and technologies come here to manufacture for Europe, the U.S. and other markets. I'm certain that for the next number of years, Takeda's strong growth will continue across the commercial and production businesses which will further cement ourselves as a leader in this sector," Ryan said.

→ www.takeda.com/en-ie



Takeda Ireland General Manager Shane Ryan



One of Takeda's four Irish sites located in the greater Dublin area, where local operations are coordinated.

# AEROGEN: JAPAN BREATHES NEW LIFE INTO PIONEERING IRISH COMPANY

Aerogen is the world leader in acute care aerosol drug delivery, having treated 12 million patients in 75 countries through its pioneering aerosol technology. A recipient of several international accolades, including the American Association of Respiratory Care Zenith Award for the last six years, Aerogen has grown an average of 30% annually ever since it launched its first product in 2007.

Working with large Japanese ventilator makers since 2010, Aerogen has seen its earnings from Japan grow fourfold. It expects revenue there to reach at least €10 million by the end of 2025. To further strengthen its presence in the country, the company has begun hiring local employees.

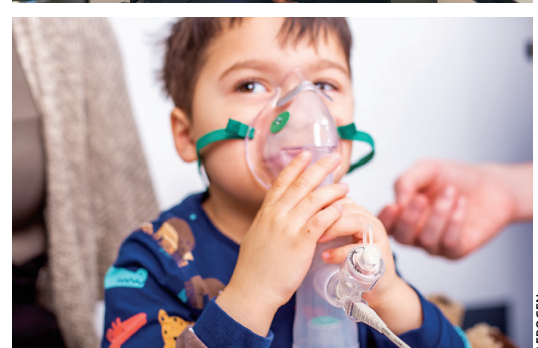
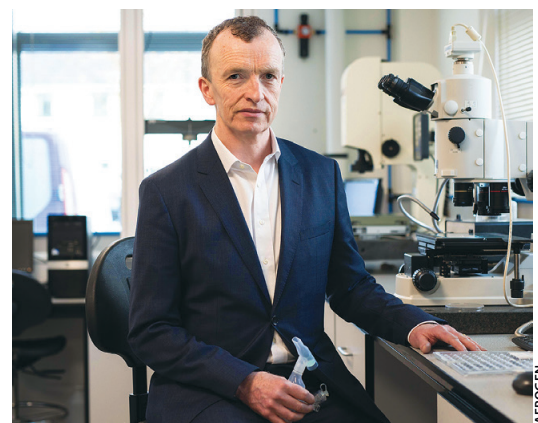
"Aerogen has been steadily building its presence and reputation in Japan over several years and now we feel the time is right to accelerate our investment in the market. Aerogen is already recognized as the market leader in aerosol drug delivery within the hospital environment both in the USA and Europe and we see Japan as our next biggest market opportunity," founder and CEO John Power said.

"We have been very strategic about our business in Japan, building our reputation by providing excellent patient care and customer and clinical support. We are in Japan for the long term and now have our own local Aerogen management team working alongside our partners and distributors," Power added.

Leading hospitals around the world use Aerogen to deliver aerosolized medication to critically ill ventilated COVID-19 patients. Its closed-circuit nebulizer technology mitigates the transmission of patient-generated infectious aerosol during ventilation.

Aerogen is also playing a key role in the development of more than 15 potential therapies for COVID-19.

→ www.aerogen.com



Aerogen founder and CEO John Power (top) and the company's award-winning aerosol drug delivery device (bottom)



Pioneering Aerosol Drug Delivery

# DEVEIRE: PROVIDING SOLUTIONS QUICKLY AND EFFECTIVELY

Deveire is not your typical tech company. Only 10-years-old, the IT solutions company has grown from a one-man operation into a company that employs more than 50 people and boasts many clients in the Fortune 500.

Among its oldest and most valuable clients is Toyota Ireland.

"Toyota is an absolutely brilliant client. They've been very good to partner with and have been very receptive to moving technology forward and trying to get the best technology and solutions in place," founder and CEO Ollie Cahill said.

"We endeavor to understand what they're thinking and then apply a solution based on our experiences. We walk in the shoes of our clients, and their users, to build a solution that may not necessarily be what they were asking for but what they needed, which can be an interesting journey at times," Cahill added.

To ensure future growth, Deveire believes in forming trusted and enduring relationships with its clients and partners.

Deveire is also the Premier



Deveire founder and CEO Ollie Cahill

EMEIA partner of BrightSpot, a growing content business platform that enables customers — no matter their business logic, workflows or content types — to solve unique business challenges at scale with astonishing speed and without having to compromise. → www.deveire.com



# ARRAN CHEMICAL CO.: FORMING BONDS WITH JAPAN

Located in central Ireland, Arran Chemical Co. (Arran) has been manufacturing up to several hundred tons of high-quality chemicals for a wide range of pharmaceutical and fine chemical industries for more than three decades.

Since its acquisition by the Almac Group in 2015, Arran has performed major upgrades to its manufacturing technologies and facilities.

Arran serves more than 50 foreign clients across the globe. Japan accounts for around 15% of Arran's business and remains a priority market for business growth.

"We understand that we need to be patient in building a relationship with our Japanese clients. My first visit to Japan was in 2001 and I travel there annually to work closely with all our clients and partners. Being part of the Almac Group has allowed us to expand in Japan and be a part of the Almac Group Tokyo Office, which was opened in 2015," said Vice President of Technology Development and Commercialization professor Tom Moody, who has published 100 peer-reviewed articles in the fields of flow chemistry, biocatalysis and synthetic methodology.

"We employ around 20 native Japanese people and have moved

to a larger facility earlier this year, a demonstration of our commitment to the Japanese market. Arran's core strength is its people. Like many Japanese companies, our employee retention is very high with many members of our team giving more than 20 years of service; and 10 others (giving) more than 30 years," Moody added.

"Although geographically distant from Japan, we have a clear understanding of the Japanese and how their systems work. We are patient and pay close attention to detail because quality is our priority. We will continue to work hard to develop these relationships and deliver fully and on time," he continued.

To further strengthen its leadership in research and development, Almac also works closely with scientists in Japan.

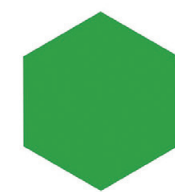
"We consistently develop new innovative technologies that lead to efficient and economical manufacturing processes. Green



Arran Chemical Co. Vice President of Technology Development and Commercialization professor Tom Moody

chemistry, sustainability, economic benefits and supply chain credibility are key. We work with academics in Japan, who develop excellent technologies and we help them commercialize their breakthroughs," Almac Business Development Manager Masayuki Hattori said.

→ https://arranchemical.ie



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CHEMICAL COMPANY LTD  
A Member of the Almac Group

# SPOTLIGHT: IRISH WHISKEY

## IRELAND'S PREMIUM BRANDS IN HIGH SPIRITS

Although the ongoing coronavirus pandemic has affected all industries in various ways and in varying degrees, most of Ireland's exports, specifically pharmaceuticals and information technology, have shown strength and resilience because of stronger demand.

Other industries, like food and drink, have had to adapt rapidly to the protracted health crisis. In Japan, the fastest-growing spirits category in Japan is Irish whiskey. Although the pandemic has affected some of their business channels, the outlook within the industry remains positive.

"We are a resilient industry and we know that we will get past this. We are working with the companies and government to see how we can best support them in terms of future export promotions. It's been a tough year, but we will get through it. I believe that we will continue to grow at a fast rate," Irish Whiskey Association Head William Lavelle said.

To adapt, several Irish whiskey brands have had to increase their online retail channels around the world and have found much success in Japan.



Hyde Whiskey has stepped up efforts to expand its presence in Japan and across Asia.

Hyde Whiskey, a family-owned premium Irish whiskey brand that just entered Japan last year, is just one of the many that has found success in the market.

"We're expanding rapidly in the Asian market. Japan is one of our top-selling and one of our fastest-growing markets. We have huge aspirations for Japan in the coming years. We put that down to the dedication, skills and expertise of our partners in Japan," Hyde Whiskey Managing Director Conor Hyde said.

# LAMBAY: A PERFECT BLEND OF AGE-OLD REFINEMENT AND MODERN-DAY DARING

A collaboration of entrepreneurs from two families with a long and distinguished history, Lambay Irish Whiskey has gained the approval of whiskey aficionados around the world less than two years after it was launched.

Conceived by Alexander Baring and Cyril Camus, Lambay Irish Whiskey is sold in 30 countries around the world and has garnered 20 awards so far at various international events, including a bronze medal at the Tokyo Wine & Spirits competition.

Japan's strong trade links with Ireland, made even closer by the EU-Japan Economic Partnership Agreement, allowed Lambay Irish Whiskey Co. to forge a partnership with a local distributor, Toko Trading Co.

"We had the chance to welcome our Japanese guests to Lambay Island last year. We let



Lambay Irish Whiskey Managing Director Jean-David Costerg

them know that we were very open to building a relationship with them. Building trust between each other is very important in business. Japanese whiskey drinkers are a good fit for our brand in terms of taste, our brand positioning, our story and authenticity," said Managing Director Jean-David Costerg,

who is aware of Japan's deep and well-known fondness for whiskey. "Only this year, Toko Trading Co. bought one of only 20 casks from our exclusive Lambay Single Malt Single Cask Strength program. They hand-selected the whiskey cask on Lambay Island. As each cask is different, with its own aromatic concentration and an alcohol by volume of 45-58%, they showed much confidence that there were discerning consumers in Japan seeking a premium and unique tasting Irish whiskey," he

continued.

Lambay Irish Whiskey is set to introduce its fourth addition to its portfolio to Japanese consumers with Malt Irish Whiskey. "It will be the first Irish whiskey in the world that uses blended malt and is finished in a cognac cask. We use at least three single malt distillates from independent distilleries, all selected for their aromatic specificity for our blend. This is truly a display of our expertise in cask blending," Costerg said. → www.lambaywhiskey.com



Lambay Whiskey Irish Malt is the newest product from the distiller.

# WALSH: A WELL-DISTILLED PAIRING IN JAPAN

Having established its reputation as a "super premium" whiskey across Europe and North America, Walsh Whiskey has set its sights on the Japanese market, which has a well-known affinity for the drink. Opened in 1999, the Carlow-based whiskey company is excited to introduce its diverse portfolio to adventurous whiskey aficionados in Japan.

"For Walsh Whiskey, Japan is the jewel in the crown in Asia. We want to see our brand there before we venture out to other neighboring territories. Japan is central to our plans and will act as our reference point for the entire region," said founder and CEO Bernard Walsh, who plans to make only super premium whiskeys.

"We'd like to add value and give Japanese whiskey enthusiasts more value for what they are paying for by giving them something extra in the bottle," Walsh added.

In 2019, the distillery partnered with Lead-off Japan as its exclusive importer. Since then, Walsh Whiskey has grown its brands, "Writers' Tears" and "The Irishman," among Japanese consumers and can be found in more select retail outlets and bars, a clear sign of the mutual fondness for whiskey and a shared business culture.

"We started that partnership and we're



A newcomer in the industry, Walsh has made huge waves in Japan and the rest of the world.

very happy. As a partner, they are completely transparent and they understand us. They are just good people to work with," Walsh said.

Ahead of the celebrations for the coming New Year, Walsh Whiskey and Lead-off have launched a special promotion exclusively for the readers of this article in The Japan Times. Please scan the QR code above. → www.walshwhiskey.com → www.lead-off-japan.co.jp

