

## Inauguration of Taiwan Shiseido Hsinchu Factory

Taiwan Shiseido Co., Ltd. completed the construction of Taiwan Shiseido Hsinchu Factory (hereafter: Hsinchu Factory) and held the inauguration ceremony on October 15, 2016, to mark the start of its operation. Taiwan Shiseido was established in 1957 as Shiseido's first step of going global. On the verge of its 60th anniversary, Taiwan Shiseido centers its activities on gratitude, excitement, empathy, and progress to strengthen ties with even more consumers. The construction of Hsinchu Factory aims at promoting these in manufacturing.

Hsinchu area is famous for strong winds, and the new factory is built around the theme of “wind”. A lot of consideration has been given to smooth and ergonomic movement of people and objects in the facility, as well as the mobility and efficient circulation of the factory on the whole. Ecology, energy saving, waste reduction and health are the underlying principles of the factory's building design. The roof of the factory was leased to the solar power generation company and the company generates 1,080 MWh yearly with solar panels, 5400 m<sup>2</sup> in total size, and this contributes to generating green energy. In January 2017, the factory is scheduled to receive Green Building Certification, awarded to structures with high environmental and social awareness.



### Hsinchu Factory Construction Background

Taiwan Chung-Li Factory, one of Shiseido's 10 global manufacturing sites, started operation in 1980, producing skincare and makeup products for the Taiwan market as well as makeup products for ASEAN. However, 35 years past its aging facilities have become an issue. Hence, manufacturing functions were moved to Hsinchu site, which had been used as a logistic warehouse until lately. The decision was based on the global supply chain strategy, aimed at strengthening and intensifying manufacturing and production sites as stipulated by Group-wide marketing strategy. The new facility improves Shiseido's production capabilities for the ASEAN market which is expected to expand. Eco-friendly and compact, Hsinchu Factory will carry on high-quality product manufacturing with adherence to cosmetics GMP – international standard (guidelines) for cosmetics manufacturing and quality control (ISO22716).

#### **Hsinchu Factory Overview**

**【Location】** 60, Guangfu N Rd, Hukou Township, Hsinchu County (within Hsinchu Hukou Industrial Park)

**【Products】** Skincare and makeup products to be sold within Taiwan region; makeup products for ASEAN market

**【Site area】** 33,714 m<sup>2</sup>

**【Building area】** 8,040 m<sup>2</sup>

**【Total floor area】** 13,893 m<sup>2</sup>