

New Office of Shiseido China Innovation Center, Shanghai Branch ~Shiseido Enhances Its Global R&D Structure~

Shiseido Company, Limited has opened a new office building for China Innovation Center, Shanghai Branch to reinforce the R&D capability in China - one of the most important markets for the company. The opening ceremony was held on November 11, 2016. This R&D upgrade includes site expansion and an increased number of researchers. With the transfer of marketing functions for Chinese market from Japan to China in the last year, the new structure in the region is created to allow for independent one-stop operations. Responsibilities from marketing research and planning to formula design, product design, product assurance and production will be all part of the new responsibilities on the China office, accelerating seamless product development to increase consumer satisfaction. In May this year, Shiseido Americas Innovation Center was expanded and re-opened, and Global Innovation Center in Japan will be inaugurated at the end of 2018. Through these and other initiatives Shiseido will reinforce its nine innovation centers located in five countries worldwide and pursue further value creation in close interaction with local consumers.



New Building



Ribbon Cutting at Opening Ceremony

Expansion and Reinforcement of China Innovation Center

Shiseido has been working on increasing brand value and implementing business structural reform on a global scale based on its mid- to long-term strategy VISION 2020 that runs until 2020. As a part of this strategy, Shiseido has enhanced its R&D functions and network, connecting its nine innovation centers in five countries around the world to create and offer values that resonate with consumers in each region.

Shiseido China Research Center Co., Ltd. (China Innovation Center) was established in Beijing in 2001, and since then China Innovation Center has been pursuing product development through countless researches on makeup habits in the region as well as skin and hair to meet consumers' needs in China. After the setup of Shanghai branch in October 2015, China Innovation Center has been supporting research and development for products of URARA, PURE&MILD and AQUAIR brands that are developed by Shiseido China Co., Ltd, headquartered in Shanghai.

This functional enhancement of the Shanghai branch unifies the R&D and marketing functions of Beijing and Shanghai offices and enables even faster development of products that are highly acclaimed by consumers. Going forward, Shiseido will further enhance R&D operations for Chinese brands.

Enhancement of Global R&D Structure

In line with VISION 2020, Shiseido is increasing its investment into research and development to pursue innovation. To maximize its R&D capability on a global scale, the company will operate under a hub-and-spoke system with the Global Innovation Center in Japan as a hub, where basic research is conducted and new research fields are explored, and each regional innovation center as a spoke, where values are developed for the local consumers. Through this system, the company will deliver innovative products developed based on the insights and values of our consumers around the world.

The expanded China Innovation Center as well as the innovation centers in the U.S., Europe and South East Asia will rely on respective regional market surveys to pursue in-depth research on consumers' skin, behavior and attitudes. At the same time, they will work more closely with local marketing teams to establish an even better understanding of how the local consumers receive information and makes decisions in order to develop innovative products based on the local consumers' insights. To upgrade and organize such global R&D structure, Shiseido will increase the number of research personnel worldwide from the current level of approximately 1,000 to 1,500 by 2020 and raise the R&D-to-sales ratio from the current 1.8% to 2.5% in 2020.



China Innovation Center, Shanghai branch

【Name】 Shiseido China Research Center Co., Ltd. (China Innovation Center), Shanghai branch

【Location】 1558 Longdong Avenue, Zhangjiang High Technology Park

【Founded】 October 21, 2015 (New building opened: November 1, 2016)

【Site area】 969 m²

【President】 Ms. Emiko Takasu

【Vice President】 Mr. Katsuhiko Yagi