

October 18, 2019
Eisai Co., Ltd.

EISAI JOINS WORLD ECONOMIC FORUM AS STRATEGIC PARTNER ASSOCIATE

Eisai Co., Ltd. (Eisai) announced today that it has joined in the World Economic Forum (Headquarters: Geneva, Switzerland) as a Strategic Partner Associate.

The World Economic Forum, established by Professor Klaus Schwab in 1971 in Switzerland, is an international non-profit organization which discusses and works on solutions for the various global, regional, industrial issues through the cooperation with leaders from a variety of fields including business, politics, economy, and academics. Many kinds of activities are expanded, including on the annual meeting “World Economic Forum Annual Meeting in Davos” held in January every year.

The World Economic Forum Strategic Partner Associates include the world’s leading businesses, and are actively involved in shaping the future of industries, regions and systemic issues. These companies believe in corporate global citizenship and are committed to enabling positive change. Strategic Partner Associates are allowed participation in strategic decision-making on the most important issues of industry and cross-industry by becoming able to engage in the system initiatives, regions, and communities, as well as to access to the global networks and experts.

Since December 2018, Eisai has joined the World Economic Forum Centre for the Fourth Industrial Revolution Japan (Headquarters: Tokyo), which is the sister center of the World Economic Forum Centre for the Fourth Industrial Revolution (Headquarters: San Francisco, U.S.) to solve the governance gap of new technology related to the Fourth Industrial Revolution. As a strategic partner associate, Eisai will participate in platforms related to the health care, data, IoT, and digital security and is aiming to further expand the network and leverage new partnership opportunities.

Under the medium-term business plan EWAY 2025, Eisai is implementing various digitalization initiatives starting with AI and analysis of big data which includes real world data. Specifically in the field of dementia, Eisai is collaborating with partners such as other pharmaceutical companies, governments, medical organizations, care facilities, companies developing diagnostic medicines, IT companies and insurance companies, toward the establishment of the Dementia Total Ecosystem with the Eisai Dementia Platform comprised of Eisai’s experience, know-how, various types of data and networks on dementia as the foundation, based on the voices of people living with dementia and their families.

By joining the World Economic Forum as a Strategic Partner Associates, Eisai seeks to further strengthen its collaboration with various partners and contribute to realize the well-being through the establishment of ecosystems in the area of dementia.

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