



## Company profile

# UPM Consultation contribute to the expansion of the medical device industry

UPM consultation contribute to the expansion of the world medical device industry and pushes forward the mediation of the Overseas companies and Japanese medical device industry through the experience and the results in Sony Corporation and Terumo Corporation that is number one company in the medical device industry in Japan .



## Company profile

Name	UPM consultation
Representative	Yoshitaka Ukita
Establishment	June 20, 2011
Business contents	Business consulting related to the medical device business and development duties.
Location	4-9-32,Tsukushino,Machida-city,Tokyo Japan
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### **Targeted company for consulting** .....

- Company which wants to know the summary of Japanese medical device business doing an investigation into the medical device business in Japan
- To do a research for business investment in Japan
- Company demanding a judgment whether or not to enter the medical device business in Japan
- Company thinking about an entry for medical device business newly, and wants to get the concrete plan
- Company thinking a business development, the design of the medical device
- Company thinking a business for the software development of the medical device
- Company thinking a business of manufacturing and selling it of the medical device in Japan
- Government or an administration thinking of medical device-related industrial development
- Company hoped for the intermediation of a market reclamation, an alliance and a mergers and acquisitions in the field of medical device industry

### **Main customer**

Electronics affiliated manufacturer  
Part, core unit affiliated manufacturer  
Medical equipment-related wholesale merchandiser  
A medical institution  
Government consultative body, administration  
Education associated organization such as universities

### **Contents of the main consulting**

- The consulting to drafting and the entry of the entry strategy to medical device industry
- A consultant and the business of a marketing research and the

product plan of the medical device development

- A consultant of a method and the project instruction of the medical device development and business
- A consultant and the business of development, the design of the medical device
- The electronic medical device development, consulting of the production-related rule, law in Japan
- A consultant and construction business of quality system ISO13485 for medical device development, production
- A consultant and construction business of medical device software life cycle development IEC62304
- A consultant and business of the market formation of the medical device in Japan
- The intermediation of an alliance in the field of medical device, and mergers and acquisitions
- Consulting of the new business foundation



### **The profile of the representative**

#### **In Sony Corporation**

1984	A project leader and a business impeller of the world first portable CD Player "CD walkman D-50" Develop and Released
1990	A project leader and a business impeller of the portable CD-ROM player that is the world first portable CD-ROM Player "Electronic book player DD-1" Develop and Released
1993	Representative of the Electronic Book Committee. Vice-chairman for MEBIC, Multimedia & Electronic Book International Committee
1998	Network type smartphone project Project Manager,
2001	Electronic edition company project Project Manager Director for Publishing Link Co., Ltd. Vice-chairman for JEPA, Japan Electronic Publishing Association
2004	The world's first electronic paper reader "Librie" Developed and Released

## In Terumo Corporation

- 2006 Research and Development Center Vice- Director
- 2008 The first generation head of Medical Engineering Center, ME Center,  
Research and Development Center Vice-Director
- 2009 The operating officer for the health care Company & ME Center in  
charged

## Main prize career

- The year of development of the Nikkei newspaper award, The excellence product,  
service prize D-50,  
Sony's president Award receiving a prize D-50 ..... 1985
- The year of development of the Nikkei newspaper award, The excellence product,  
service prize DD-1, Electronic book player DD-1  
Sony's president Award ,DD-1 Business creation ..... 1991
- SID, Society For Information Display, Prize the gold medal for the portable e-Book  
reader "Librie" ..... 2005
- Terumo's president Award, global Award gold prize 0909PJ process  
innovation ..... 2011

## Main Credit Books

- The future of the newspaper (joint writing)
- The State-of-the-art of the electronic paper and its application 2004(joint writing)
- The metal color era (an interview form)
- Art of electronic book utilization (joint writing)

## Qualifications

- Yamanashi Prefecture, The business registration expert (Medical Device connection)
- Tochigi Prefecture ,The Business registration expert .Number 18136 (Medical Device  
connection)

**Company profile 2012**