

Foreword
卷頭言

ABX and Horiba Coordinate Plans for Global Expansion in the Hematology Market

ABX S.A., much like Horiba, started modestly, with a small facility and big ideas. In 1983 the founders of this Montpellier, France-based manufacturer of blood cell counters organized a company based on a philosophy of providing full satisfaction to its customers. From its first day, ABX has focused its attention and planning on developing and serving a growing international market for its hematology-related products. In 1985 ABX first visited Japan, seeking a partner with international experience and a strong market presence in Japan. At this time Horiba wished to expand its own business in this market.

After a period of rapid expansion, both in France and abroad, and a six-year affiliation of ABX with the Roche Group, ABX's management decided to leave Roche and join the Horiba Group in 1996. Prior to the time ABX joined Horiba, the two companies cooperated in developing hematology products for Horiba's international distribution and support network. Both companies gained valuable experience with the technology, the needs of their customers, the competitive environment, and the global and cultural challenges of working across eight time zones and two (sometimes three) languages.

Once united with the Medical Diagnostic Instruments and Systems division of the Horiba Group, ABX in 1997 expanded its operations by forming a California subsidiary, ABX Diagnostics, Inc. In mid-1999, We acquired the hematology business unit of BioChem Immunosystems, Inc. The agreement transferred manufacturing and sales rights for blood cell counters, reagents, and service contracts for an installed base of instruments. These products and a group of BioChem Immunosystems employees became part of ABX Diagnostics and are already contributing to the growing strength of the company.

The Horiba Group and ABX S.A. have ambitious plans for developing new products and services for the global hematology and biochemistry marketplace. ABX's three-year plan calls for rapid and sustained growth to a 20-percent share of the U.S. hematology market. Similar growth rates in markets of other countries is also indicated. This challenging goal is achievable by intelligently using the leverage provided by ABX's existing installed base of customers, consolidating and adding to the base of customers recently acquired from BioChem Immunosystems, and using the technology, product development, and global distribution capabilities available from all elements of the Horiba Group.

This ambitious expansion into the global market cannot come about without a coordinated planning effort and philosophical agreement among ABX and Horiba. To this end, ABX has established a guiding philosophy which is based on providing a quality of service to its customers that results in complete customer satisfaction. We understand



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that the end-user of our products and services is the sole judge of both the quality and the performance of the company. This customer-centered principle is manifest in our working objectives which include identification of the customers' priorities, clear definition of the needs for new products, timely and cost-effective development of new products, and careful management of the operation and growth of worldwide distribution.

By coordinating our objectives, leveraging our strengths, building on our existing base, and applying the rich mixture of technology know-how and management talents from all elements of the Horiba Group, ABX . expects to become more than a global presence in the hematology and biochemistry marketplace-we believe firmly to become a leader.

ABX/ホリバグループの血液検査事業の世界戦略

ABX社は、血球カウンターメーカーとして、1983年 フランス モンペリエで産声を上げました。設立当初、ABXは、創成期のホリバと同じように規模こそ小さいが大望をいただき、「顧客満足」を企業理念としていました。このポリシーは今も変わりません。

私は、日本に事業展開の橋頭堡を築くために、国際感覚あふれるパートナーを求めて1985年に初めて日本を訪問しました。ちょうどこの頃、医療分野での事業の拡大を目指していたホリバと出会い、販売および技術提携が始まりました。その後、両社は関係を深め、1996年にはABX社はホリバグループの一員に加わりました。さらに、1997年には米国カルフォルニアにABX Diagnostic Inc. を設立、1999年にはBioChem社の血液事業部門を買収しました。

ABX/ホリバグループは、世界規模での血液検査および生化学検査関連分野の製品およびサービスの提供を事業の柱としています。ABXの3年計画では、米国における血液検査関連市場の20%シェア獲得を目指しています。また、他の国々でも同様の成長率を目指しています。

この挑戦的な目標は、BioChem社の顧客サービス、お客様からのニーズに根差したABX社の技術・製品開発力、そしてホリバグループの総力を結集して始めて達成可能です。もちろん、この大胆な事業展開は、ABX/ホリバグループの企業理念の一致なくしてはありえず、その根本は顧客満足です。我々は、製品やサービスに対するお客様の判断こそが、企業の質や成果を最終的に決定することを肝に銘じています。

目標達成のための協業や強みの伸長など、ABX/ホリバグループ全体の技術・ノウハウの結集およびマネジメントの高度な融合により、血液・生化学分野において世界のリーダとして確固たる地位を築くことができるものと確信しております。

(抄訳 編集部)