

Bayer Taiwan – Innovation in LifeScience research and Ways-of-Work

The Bayer Group is a German multinational corporation headquartered in Leverkusen. The company specialized in pharmaceuticals and biotechnology and follows the slogan „Health for all, Hunger for none“. The life-science company was established 150 years ago and operates in Taiwan since 1989 employing around 250 people across subsidiaries in Taipei, Kaohsiung, or Taichung. Bayer Taiwan is engaged in research on water efficient crops and domestic climate protection as well as rethinking corporate structures with their unique Global Mentoring System.



GTO: Could you tell us more about Bayer Taiwan and the fields that you are active in?

Jennifer: In Taiwan, the Bayer Group focuses on four core businesses namely pharmaceutical industries, crop science, consumer health, and regular consumer products. Probably, we are most visible for our Taiwanese customers in our B2C segments, for example, in supermarkets with consumer health products like vitamins or supplements. Also, following our corporate slogan we focus on sustainability and women empowerment in Taiwan. Therefore, Bayer Taiwan focuses on several UN Sustainable Development Goals. For example, in our own production we are using recyclable packaging only. Additionally, we have an initiative the “Bayer 17 Sustainability Covenants” promoting the SDGs internally with various events. At Bayer Taiwan we are really happy to see that our colleagues are very engaged in our sustainability events. We also developed a new product called the Prophet Rice as part of our CropScience research here in Taiwan. This technology injects rice plants making them more resistant. In turn the crop requires less water and pesticides for its growth. This technology simplifies the farmers work and addresses local challenges, for example, increasing droughts in Taiwan. The Prophet Rice was co-developed by Taiwan’s National Farmers’ Association, German scientists, and in collaboration with the research lab of the National Chung Hsing University. This product is especially important to us being Bayer’s first R&D project in Taiwan and it was implemented in close collaboration with local farmers.

GTO: How do you engage with local farmers to learn about their challenges? And has it helped Bayer to be a German company in its research?

Jennifer: The agricultural industry is traditionally perceived as “old-fashioned”; however, here in Taiwan research and innovations were always welcomed by farmers. Thus, Bayer is able to contribute to the “Digitalization of Farming” in Taiwan. We were especially happy to collaborate with young farmers gathering data on soil and water irrigation. Being a corporation from Germany has always helped finding research partners. As we are always focusing on a long-term cooperation, we enjoy a high trust from farmers. Also, the image of German branding is associated with high quality of work and high-tech research, which is definitely a plus.

GTO: What are the main challenges for Bayer here in the Taiwanese market?

Jennifer: A big challenge for our Taiwanese operations is the high level of mandatory transparency and reporting,

About Jennifer Yong:

- Born in Malaysia she moved to Taiwan to study pharmaceuticals at National Taiwan University and then joined Bayer, this year marks her 25th anniversary at the company
- Moved to various countries as a General Manager for Bayer, among them the Philippines, Malaysia, Singapore, and New Zealand
- Experienced many intercultural differences and especially appreciates the high quality of work and education in Taiwan
- Has two children currently living abroad and enjoys relaxing at home and learning about new technologies



especially in food and drug administration processes. However, we also welcome this high degree of transparency and often provide our publications to other subsidiaries abroad as best practice examples. Overall, the Taiwanese market is very transparent and adheres to international standards.

GTO: Earlier you mentioned the great talent here in Taiwan, how does Bayer Taiwan try to promote young talents?

Jennifer: At Bayer Taiwan, we try to motivate our employees by showing that hard work and talent will always be appreciated and rewarded. For example, we managed to send many Taiwanese talents abroad to work in China, Singapore, Korea, or Indonesia. The employees in Taiwan are very talented and well educated. Thus, we try to present our talents to different managers and subsidiaries abroad to enable an exchange of young talents. Moreover, Bayer implemented a Global Mentoring System where every employee can enter an online system to find mentors. If employees search for certain skills they are matched with a suitable mentor. We also encourage non-traditional mentoring approaches so called “diverse mentoring” where or senior leaders can learn from younger employees e.g., in technological applications. Thus, we implemented a culture where everyone can learn from each other.

GTO: Finally, could you tell us, what are your visions and goals for Bayer Taiwan in the next years?

Jennifer: At Bayer Taiwan, transformation is the next big journey in terms of business, culture, and mindset! In Taiwan we are in an ever-changing environment; we too need to change constantly. Therefore, Bayer implemented an international campaign called #WOW meaning “Ways-of-Work” where employees share on new ways of working e.g., agile approaches.

For example, we realized that traditionally our managers would make most decisions. However, lower-level employees often have enough experience and knowledge in their respective field to be very capable of decision-making. Experimenting with these different approaches creates a very innovative work-culture at Bayer Taiwan.

Interested in becoming one of our GTO German Business Alliance members? Then visit www.taiwan.ahk.de



Bayer: A leader in innovation for over 160 years



*Bayer Taiwan - the Best Place to Work for
- 2021-2022 HR ASIA Best Employer Award
- Diversity for Better Tomorrow Awards*



We celebrate, respect, and value each other's uniqueness and create a diverse, equal, and inclusive workplace.



Bayer Taiwan cooperated with Taipei 101 in organizing the charity table tennis tournament in responding to International Day of Persons with Disabilities