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Manufacturing for a New Era

Manufacturing is facing unprecedented challenges, with geopolitical instability, climate concerns and aging demographics all proving to be major issues. Thankfully, for the 180,000 manufacturing firms with almost 7.5 million workers in Japan, few nations on Earth are as resilient. Japanese manufacturing is world-renowned for its strengths, such as quality, detail and customer service. “Japan is a stable society, and this leads to consistency, which is important for manufacturing. As creating a product takes time to fine-tune, we are well suited to this,” said Hirofumi Moriya, president of Nihon Itomic Co., Ltd. Makoto Uchida, president of Nomura Micro Science Co., Ltd., agreed. “Our shared qualities include diligence and attention to detail, which underpin our reputation as a reliable partner,” said Uchida. Yasushi Shimokawa, president of NIPPON KINZOKU Co., Ltd. detailed another manufacturing advantage. “We can

finish the total process within Japan – everything can be achieved domestically, including components, raw materials and subcomponents,” said Shimokawa. Quality is paramount at TOYO MACHINERY & METAL Co., Ltd., according to President Yoshiaki Tabata.

Manufacturing, value added

19.2%
of GDP - Japan

Source: World Bank national accounts data, and OECD National Accounts data files (2022).

“For mass production, our costs are slightly higher but, due to the performance, are highly regarded and appreciated. In other words, we cannot survive without higher quality,” said Tabata. As business becomes increasingly digitized,

Tomohiko Yoshida, representative director and president of MALHATY PUMP MFG. Co., Ltd., believes Japan’s dedication to customer service is even more important. “Our main focus lies in cultivating enduring relationships with customers,” said Yoshida. Noboru Eto, president of Entrust Corporation, also keeps clients close. “We are fully involved with customers, and manufacturers in every step, from design to mass production,” said Eto. Toru Oshima, president of VANTECH Co., Ltd., believes unsung heroes such as SMEs play a part in Japan’s success. “Our company’s strengths lie in our tailored solutions. Although our work remains hidden, it is indispensable,” said Oshima. Daisuke Nishijima, president of Nakano Manufacturing Co., Ltd., agreed. “Major companies and SMEs have always joined together to create new products, and we ensure quality is kept to high standards,” said Nishijima.

Leveraging Lifestyle

In an economy based on the pursuit of top quality and service, every sector has massive potential for success. Japan’s lifestyle industries, including cosmetics, fashion, supplements and jewelry, work to utilize innovation and customer service to compete with their rivals. Junwei Xiao, president and founder of footwear business WA Inc., said the key is keeping in touch with the client base. “We check other websites to see what kinds of ladieswear they provide and also use TikTok, Instagram and YouTube to target younger customers,” said Xiao. According to Hidetaka Dobashi, representative director and president of jewelry firm Crossfor Co., Ltd., the Japanese focus on manufacturing quality also holds true for the style sector. “The Japanese imperative is to remain innovative and create new products. We adhere to the philosophy that settling is not an option,” said Dobashi. Kiyoshi Matsuura, president of Premier Anti-Aging Co., Ltd., agreed. “The Japanese cosmetics market is third in the world. Companies must stay competitive, and this leads to high-quality products,” said Matsuura. Yumiko Iwasaki, president of Rankup Co., Ltd., prioritizes safety and effectiveness. “Rather than simply selling a product, we invest in developing the product to be useful for the customer,” said Iwasaki. High standards are also the driving force at Toei Shinyaku Co., Ltd., according to its president, Akitomo Motoi. “It is all about quality, and everything is driven by empirical data,” said Motoi.

Heating Homes, Saving Water

One of the most important next steps for sustainable energy will be cleaner heating for homes, buildings and offices. Japanese manufacturer Nihon Itomic Co., Ltd. is developing efficient products, including a micro-sized water heater for sinks, new water-saving faucets and heat pumps, which are part of the revolution changing the way buildings are kept warm. Having played a key role in commercial water heaters for more than 75 years, the company is well-placed to lead and hopes these developments will also drive business in the U.S., East Asia and Australia, where the CHP-80Y2 Heat Pump has been selected for subsidized use in the states of Victoria and New South Wales. While customizable, the firm’s product range now features smart technology, with the Internet of Things (IoT) helping boost efficiency. “These new Instantaneous Water Heater systems are much more sustainable, saving up to 70% of electricity. Without a tank, they save up to 50% of water, too,” said Hirofumi Moriya, president of Nihon Itomic.

ITOMIC

Approved for
Government Rebates
in Australia
(Victoria and New South Wales)
ITOMIC CHP-80Y CO2 Heat Pump Water Heater