

TOYOTA

MATERIAL HANDLING

A special feature produced by:

Synergy Media Specialists

Sweden

YASKAWA

synergymediaspecialists

www.synergymediaspecialists.com

# Sweden and Japan – 150 years of collaboration and friendship

This year, Japan and Sweden celebrate 150 years of diplomatic relations. During Japan's Meiji Era, Sweden became one of the first countries to establish ties with Japan and the relationship has continued to flourish, particularly in the areas of business, trade, science, culture and the arts.

"I am delighted that both Japan and Sweden continue to benefit from the relationship we have nurtured over the years," said Jun Yamazaki, Japan's ambassador to Sweden.

"This year's anniversary is a wonderful opportunity for us to look back on the last 150 years of friendship and draw attention to the numerous Swedish-Japanese collaborations we have established. Our celebrations will provide us with an opportunity to inspire both sides as we create new partnerships and further develop our close ties."

Several events in both Sweden and Japan have been organized to celebrate the anniversary. In April, King Carl XVI Gustaf and Queen Silvia of Sweden visited Japan at the invitation of the Japanese government. During their visit, Emperor Akihito and Empress Michiko held a dinner for the royal couple and Prime Minister Shinzo Abe also hosted the royal couple.

Accompanying the royal visit was Sweden's Minister for European Union Affairs and Trade, Ann Linde, who helped organize the country's largest business delegation ever to visit Japan.

Swedish and Japanese business leaders discussed a range of issues and later this year, Sweden will host a Japanese delegation to continue discussions.

A key topic of discussion was the EU-Japan Economic Partnership Agreement finalized late last year that is expected to fuel bilateral trade and investment between Europe and Japan.

"This EU-Japan free trade agreement creates new opportunities for Swedish businesses already active in Japan and companies looking to enter the Japanese market," said Linde.

Anna Stelling, director-general of the National Board of Trade and part



King Carl XVI and Queen Silvia of Sweden are hosted by Prime Minister Shinzo Abe and his wife at the Akasaka Palace in Tokyo.

of the delegation to Japan, commented that "Sweden is a small country and our economy is dependent on international trade. Doing

of health care, biotechnology, sustainability, automation and smart cities. "Sweden and Japan work very closely together and

Stockholm including the Karolinska Institute to discuss 'Active Ageing: Living Longer and Healthier in an Ageing World,' presently an important issue for aging societies of both countries."

As Sweden-Japan celebrations continue throughout 2018, the Sweden-Japan Foundation, a nongovernmental networking organization promoting academic, business and cultural relations between the two countries, is playing an active role as an event facilitator and sponsor.

"The celebrations marking 150 years of friendship and cooperation between Sweden and Japan are designed to further strengthen our bilateral relationship," said Edvard Fleetwood, secretary-general of the Sweden-Japan Foundation. "We expect to see our relationship flourish in the coming years as we continue to work closely together."

The SJF and the supporting secretariat for the 2018 celebrations are working in cooperation with several charities and research foundations to support close to 50 celebration projects. ♦

www.se.emb-japan.go.jp  
www.swedenjapan150.jp  
www.swedenjapan2018.se  
www.government.se  
www.kommers.se  
www.swedenjapan.se  
www.jsps.go.jp  
www.u-tokyo.ac.jp  
www.ki.se



I am delighted that both Japan and Sweden continue to benefit from the relationship we have nurtured over the years."

JUN YAMAZAKI  
Japanese Ambassador to Sweden

business is in our DNA and Swedes understand that stimulating trade with our European neighbors and partners further afield is vital for our economy."

Sweden and Japan are also benefiting from their

have similar interests in many areas," said Tadaharu Tsumoto, director of the Japan Society for the Promotion of Science Stockholm Office.

"In addition to our collaborations in sustainabil-

This EU-Japan free trade agreement creates new opportunities for Swedish businesses already active in Japan and companies looking to enter the Japanese market."

ANN LINDE  
Sweden's Minister for European Union Affairs and Trade



cooperation in the scientific world. Both countries face similar social challenges and continue to work together in the fields

ity, green energy and smart cities, last year we hosted a seminar involving the University of Tokyo and the three major universities in

## Europe's first choice for material-handling solutions

With a full range of forklift trucks, warehouse equipment, services and solutions, Toyota Material Handling Europe (TMHE) is a material-handling partner for manufacturing, retailing and logistics companies across the continent.

In 2000, Toyota Industries acquired the Swedish-based forklift truck corporation BT Industries, creating the largest material-handling company in Europe.

"We build long-term partnerships with multinational clients while supporting medium-sized companies through our full service approach," said Terry Unnai, TMHE chairman.

Last fiscal year, TMHE's total number of shipments reached over 100,000 and the company recorded a turnover of €2.3 billion.

TMHE's network extends across Europe and the company has 30 sales offices and manufacturing facilities in Sweden, Italy and France, employing a workforce of 10,300 — almost 5,000 of whom are trained service engineers.

With vast experience in lean manufacturing, the company produces innovative and high-quality material handling equipment, according to Toyota Production Systems. The company's largest European factory in Mjölby, Sweden

delivers 80,000 units per year.

The world is changing quickly and two major trends are shaping the future of the industry — e-commerce and labor force issues.

Firstly, with the growth of e-commerce, customers expect timely delivery and after-service care. Distributors must operate more efficiently to meet demand.

Secondly, with companies facing challenges in terms of employee retention, automation is playing an increasingly important role in the industrial workplace.

"Challenges relating to e-commerce and labor force issues are compelling companies to create new solutions," said Unnai.

"The difficulties of employing second and third shift workers are forcing companies to be more efficient regarding their material-handling capabilities.



Terry Unnai, Chairman of Toyota Material Handling Europe AB



Automated solutions from Toyota guarantee a continuous material flow, minimising damage and labour costs while adding more value for operators.

We are committed to our customers' success and deliver solutions through our automation know-how."

Last year, Toyota Industries acquired Vanderlande, a Dutch-based logistic process automation company.

"Following the acquisition, we created synergies between the two companies to deliver integrated material-handling solutions that will provide our customers with advanced, efficient and cost-effective material-handling solutions," said Unnai.

Toyota strives for quality and the company provides its know-how in lean manufacturing based upon TPS. The Toyota Lean Academy will also help customers to achieve the best possible quality results with maxi-

mum efficiency and optimum profitability.

In addition to delivering products and solutions that enable companies to better execute their material-handling needs, TMHE continues to invest in its people.

"It's vital we train our employees to the highest standard and provide our workforce with development opportunities," said Unnai. The company also runs student competitions both in design and engineering to develop fresh ideas for future innovations.

"By providing internships and inspiring innovation, we are confident we will build on our successes by nurturing and encouraging the next generation," Unnai concluded. ♦  
www.toyota-forklifts.eu

## Hiab celebrates 45 years in Japan

Hiab, originating in Sweden, revolutionized the global load-handling industry in the 1940s with the invention of the world's first hydraulic truck mounted loader crane.

As part of the Cargotec Corporation, Hiab rapidly became the world's leading provider of on-road load-handling equipment, establishing thriving businesses in more than 100 countries, few more successfully than in Japan.

"We have developed our business steadily over the past 45 years in Japan, in

particular by developing the market for knuckle boom cranes," said Toshiya Suzuki, president of Hiab in Japan.

"Today Hiab Crane is synonymous with knuckle boom cranes in the Japanese market and we are the market leader in forestry, iron scrap handling and waste management."

Hiab Japan carries a full range of load-handling equipment including Hiab loader cranes, Loglift and Jonsered cranes, Multilift demountables, and Zepro tail lifts.

"We have many loyal customers in Japan due to the re-



Toshiya Suzuki, President of Hiab, Japan

liability and durability of our products," said Suzuki.

Hiab is once again revolutionizing crane operations with the recent introduction of its award-winning HiVision™ control system which allows operators to work safely and comfortably inside the truck cabin with the use of virtual reality goggles and two electrical joysticks.

"It is important for us to further develop our business in Japan by strengthening our commitment to customer satisfaction," said Suzuki. ♦  
www.hiab.com

## Driving Honda's electric vehicle revolution

Honda believes in "The Power of Dreams." With the growing demand for electric vehicles, the dream of environmentally friendly, high-performance vehicles has become a reality.

The automotive industry is experiencing a huge shift toward electric vehicle ownership. Honda aims to have electric drivetrains in two-thirds of cars sold in Europe by 2025. With this, Honda's European automobile business would be at the forefront of Honda's global aim for two-thirds of global automobile sales to feature an electric powertrain by 2030.

The markets in Honda Nordic (Sweden, Denmark and Norway) are receptive to this remarkable trend. The sales of electric automobiles

increased 33 percent in 2017 compared with the previous year and Honda is continuing to strengthen its commitment to its Nordic markets.

"Scandinavians are very open and positive to new technologies and innovations," said Axel Taebel, branch director of Honda Nordic. "This makes it more straightforward to introduce innovative technologies to the market, as the importance of sustainability and the need to protect the environment are very much ingrained into Scandinavian society."

The Swedish government recently decided on a new scheme to increase taxation based upon carbon dioxide emissions for diesel and petrol-driven cars, while offering tax breaks and bonus payouts to support low-emission cars such as hybrid, plug-in hybrids and electric vehicles.

The Nordic countries are building infrastructure to accommodate electric vehicles. Charging stations are located across the countries and can be found in almost every city center parking area.

In Europe, Honda plans to introduce an electrified drivetrain version with every new model launch or full



Honda Urban EV Concept

model change from 2018 onward. This will begin with this year's launch of the new CR-V, the world's bestselling SUV. The new CR-V with a 1.5-liter VTEC Turbo petrol engine will be available first, and then followed by the Honda i-MMD Hybrid technology.

Honda also announced the production of its first battery-powered electric vehicle that will arrive in Europe by the end of 2019. It will be the production version of the Urban EV Concept shown at the Geneva Motor Show earlier this year. The concept gained critical acclaim for its stylish and innovative design in the European press. "We are looking forward to the launch of this car in Honda's Nordic mar-

kets," said Taebel.

While automobile drivers can look forward to Honda's new vehicle launches, customer satisfaction will remain the top priority for Honda.

"With the introduction of new technologies and vehicles, we will ensure our dealer network is fully trained and well-equipped to give our customers the best experience," said Taebel.

"Customer satisfaction lies at the heart of our business and we want to exceed customer expectations. Honda's mission is to serve people worldwide with the joy of expanding their life's potential." ♦  
www.honda.se  
www.honda.dk  
www.honda.no

CR-V

FEELING IS BELIEVING

THE ALL-NEW CR-V. ENGINEERED FOR TOTAL DRIVING PERFORMANCE

The new CR-V Hybrid system combines real-world efficiency with an effortless drive. The world's favourite SUV has the design hallmarks that made it such a success in the first place: a distinctive presence on the outside with premium quality on the inside. Now there's a new hybrid drivetrain available, equipped with an i-MMD two-motor system. It combines petrol power and the instant response of an electrical motor. Smooth, efficient and beautifully quiet.

HONDA

The Power of Dreams



Axel Taebel, Branch Director of Honda Nordic



## Sweden: 150 years of collaboration and friendship

### Yaskawa – showing commitment to their earliest foreign partnership

European industrial leaders recognize the high quality, functionality and efficiency of the arc welding, spot welding and industrial robots produced by Japan-based Yaskawa.

The company recognized the importance of the Swedish market over 40 years ago when Sweden became the first country to import Yaskawa products.

By the early '90s, Yaskawa acquired the full ownership of the Swedish company that first imported their products, establishing their first Yaskawa European headquarters.

In 2007, the German market accounted for half of the company's European sales and the decision was made to move the head office to Germany.

"Since the establishment of our European head office in Germany, our sales in Sweden have continued to grow," said Par Tornemo, chief executive officer of Yaskawa Nordic AB. "Our revenue has doubled since then and sales show no signs of slowing down."

As the automotive industry evolves, Yaskawa is keeping one step ahead of the competition by introducing innovative products that work



Par Tornemo, CEO of Yaskawa Nordic AB

in synergy with new automotive industry technologies.

"While our machines are imported directly from Japan, they are heavily customized to meet the needs of our

**Yaskawa is keeping one step ahead of the competition by introducing innovative products that work in synergy with new automotive industry technologies.**

European clients," said Tornemo.

"We are seeing our business grow through the development of our partnerships with clients working in the material-handling and spot

welding industries. Our Motoman GP12 helps clients handle more medium-sized products and our HC10 collaborative robot features sensor detection technology that

tomers to take efficiency to the next level by utilizing system data collection and analysis. Yaskawa is also strengthening its partnerships across Europe in the areas of "drive, motions and control" (which now consist of 50 percent of Yaskawa's business in Europe, Middle East and Africa) and software engineering as technological advances in automation continue to develop, resulting to what is now the Industry 4.0.

Yaskawa's commitment to the Nordic region will be further strengthened in August this year with the opening of a newly completed 2,000-square-meter workshop and office to better serve existing customers and reach out to new clients across the region. Tornemo oversees the operations in the Nordics, Baltic States and Russia. In Finland alone, sales have grown 40 percent in the last two years under his leadership.

"To explore our presence in these countries is one of my highest priorities," explained Tornemo. "You know that if you come to Yaskawa, you get high quality and good support." ♦ [www.yaskawa.se](http://www.yaskawa.se)

### Nurturing sustainable, chemical-free seed treatment

An agricultural revolution is taking place.

Launched in 2006, ThermoSeed's innovative seed disinfection technology has enabled growers across Europe to shift from traditional chemical seed treatment to thermal steam pasteurization.

While hot, humid weather favors plant pathogens, ThermoSeed's hot, humid seed treatment controls diseases, replaces the use of chemicals and gives stronger, more vigorous and higher-yielding crops.

The seeds are heated in meticulously controlled conditions before being cooled and dried for storage until



Kenneth Alness, Founder and Managing Director of ThermoSeed Global AB

planting. "The switch to our technol-

ogy is a profitable step for both farmers and seed companies and it contributes to the creation of environmentally sustainable agriculture," said Kenneth Alness, company founder and managing director of ThermoSeed Global AB, part of the agricultural cooperative group Lantmannen.

Today, one-third of all seeds in Sweden and around half of those in Norway are treated with ThermoSeed. Thanks to its successes in Scandinavia, the company is entering other European countries and North America with very positive results.

In the coming years, ThermoSeed Global plans to in-

troduce the technology in Japan together with ZEN-NOH, Japan's largest agricultural cooperative.

"Both Sweden and Japan have common interests in nature, sustainable agriculture, food quality and innovation and we are very excited to enter the Japanese market," said Alness.

"Our team has learned a lot from our Japanese partners and through our cooperation we intend to create synergies. This endeavor will result in a win-win partnership as we continue to work together for sustainable and profitable food production." ♦ [www.thermoseed.se](http://www.thermoseed.se)

### Japan – a successful niche for Acetimber AB

For centuries, wood has been used in the construction of traditional Japanese houses. Today, quality timber has become one of Sweden's largest exports to Japan and Acetimber AB is currently strengthening its ties with its Japanese customers.

Just months after Kerstin Zachrisson established Acetimber AB in 1997, with the intention of exporting Swedish-planned lumber to her customers in Europe, she received an order to fill an entire container bound for Japan. Since then, Acetimber AB has increased its exports of wood products, mainly to Japan, from two containers in its first year to



Kerstin Zachrisson, Managing Director of Acetimber AB

100 containers these days. "Japanese customers have always had very strict rules on quality and processes,"

explained Zachrisson. "This was good for the development of Sweden's sawmill industry as it forced suppliers to consider customer requirements and needs."

Long-term relations, mutual confidence, quality and sustainability are the pillars of success for Acetimber AB.

"I visit customers in Japan twice a year and have been doing so for 20 years," Zachrisson shared. "Customers want specific sizes for their building and construction needs so we buy standard sizes from sawmills in Sweden and cut them to order."

Acetimber AB certifies all of their wood products, sourced from sustainable

forests.

Many of the company's clients first learned about Acetimber AB by seeing their standard and custom-made quality products on the docks of major seaports in Japan.

"Though I still supply to some major trading houses, I concentrate on the medium-sized and smaller companies, with whom I have developed long-term relations based on durable quality and a more personal relationship," Zachrisson said.

"I really enjoy working with the Japanese. It is a special relationship based on trust and respect." ♦ [www.acetimber.se](http://www.acetimber.se)

### IAR Systems: Enabling a secure future for technology

“People interact with an IAR Systems programmed product around 30 times every day of their lives,” said Stefan Skarin, chief executive officer of IAR Systems AB.

“Our software is used to program small processors found in embedded systems that control coffee machines, cars, elevators, printers, alarm bells, sports watches, cameras, washing machines and virtually all digital products.”

Swedish engineer Anders Rundgren established IAR Systems in 1983 to support programmers and enable them to program the full range of available 8-, 16- and 32-bit microprocessors. The company's main product has over 150,000 users, allowing customers to build the products of today and the technology for the future.

“While the cost of processors has fallen dramatically over the years, the level of technology, processing speed and industry knowledge have all risen,” explained Skarin. “Today, an increasing number of products use processors to allow connectivity and the ‘internet of things.’ Our strength lies in our ability to support all processors and produce high-quality code that can be migrated between processors.”

The automotive industry's shift toward electric powered vehicles is driving the global development of the embedded systems market. The Japanese market currently accounts for 15 percent of IAR Systems' automotive business.

Kiyofumi Uemura is responsible for the company's growth across Japan and the rest of Asia Pacific, which accounts for approximately 30 percent of the company's



revenue. In Japan, IAR Systems holds the leading market position and the business has achieved growth in 24 out of 26 financial quarters since Uemura joined the company.

“Uemura-san has done an outstanding job,” said Skarin. “The Japanese market is key to our business

solutions in embedding intelligence. IAR Systems is the only vendor to deliver development tools for the entire lineup of Renesas microcontrollers.

“We have enjoyed a very good relationship with Renesas for over 25 years. I make it a point to visit Japan every year and I am always

**IAR Systems works closely alongside Japanese and international clients through the cultivation of ecosystems to facilitate knowledge sharing, technical integration and advanced development.**

and the partnerships we have developed in Japan are very important to us. The Japan market opened up to us once we converted our products into Japanese. Today, all our products are available in Japanese and we have built strong relationships with clients like Toshiba and Fujitsu, and on the processor side, Renesas Electronics.”

Renesas is one of the world's largest providers of microcontrollers and smart

pleased to meet with Kuresan, chief executive officer of Renesas,” said Skarin.

According to Skarin, Japanese culture has inspired the company to grow and innovate. IAR Systems works closely alongside Japanese and international clients through the cultivation of ecosystems to facilitate knowledge sharing, technical integration and advanced development.

This year, the company took an important step to-

ward supporting the future growth and security of embedded systems by acquiring Secure Thingz, a provider of advanced security solutions for embedded systems in internet of things devices.

The market faces major security challenges, including intellectual property theft, counterfeiting and overproduction, data theft and even life-threatening sabotage. To minimize the risk of security breaches and protect information and intellectual property, companies must ensure that security is implemented throughout their development and manufacturing processes. IAR Systems' acquisition of Secure Thingz will allow the company to offer the necessary security solutions to address these challenges and reinforce the company's position as a leader in the next-generation ‘embedded industry.’

“Our industry today sees heavy revolution and evolution which makes us sometimes feel like a 35-year-old startup company. But this is just the beginning,” Skarin shared. “We understand the challenges companies face and recognize the responsibility we have to deliver solutions. Embedded systems solutions are a part of our modern lives and will play an even larger role in the future. It is fascinating to see our customers go digital and we will continue to work closely with them to enable innovations and security solutions.” ♦



[www.iar.com](http://www.iar.com)

### Suzuki Garphyttan – innovating wires for key global industries

Prior to Suzuki Garphyttan being acquired by Nippon Steel almost a decade ago, the company's Swedish roots (formally, Haldex Garphyttan AB) date back to 1906. Established in Garphyttan, a small town west of Stockholm, the company produced steel wires for the Swedish mining and railway industries.

By the 1920s, the company had begun producing high-quality steel wire used for valve springs in engines. They soon became the global market leader, a position they retain to the present day.

Jan Pieters, SG's former chief executive officer notes the company collaborated with Japan long before the acquisition.

“Since the 1980s, we have enjoyed strong relations with our partners in Japan and engaged with the Japanese market to source high-quality raw materials for the production of our valve spring steel wire.”

SG has doubled its revenue



Toichiro Kumagai, Deputy Managing Director and Jan Pieters, former Chief Executive Officer of Suzuki Garphyttan

within the last decade and established two additional plants in Mexico and China, and acquired an existing wire maker in the U.K., adding to their plants in North America and Sweden.

“Our corporate governance over the last 10 years has remained focused on our business strengths while retaining close cooperation with our parent company,” said Pieters.

“Today we supply many key Japanese spring manufactur-

ers in North America and China. As we develop our international business, we receive support from our parent company, an important factor in our success.”

As the automotive industry and others continues to innovate, SG is investing in research and development in order to deliver cutting-edge solutions. “We have developed our product range to penetrate new applications such as

fuel-saving components in the automotive industry and automation industries,” said Pieters. “As we grow, we remain committed to delivering solutions to our international clients.”

“Sweden and Japan have a long history of working together within our industry and both sides have learned from one another, through close collaboration,” SG Deputy Managing Director Toichiro Kumagai concluded. “As we continue to strengthen our collaboration, we are excited about the future.” ♦



**Suzuki Garphyttan**  
[www.suzuki-garphyttan.com](http://www.suzuki-garphyttan.com)

### synergyspotlight

#### Yasuragi – a Japanese-inspired experience

Located near Stockholm, Yasuragi is a hotel, spa and conference facility inspired by Japan.

Guests are treated to a Japanese bath with *onsen* hot springs, a Japanese garden, rooms based on traditional Japanese aesthetics and even a traditional *ryokan* (inn)-style suite.

Overlooking the Baltic Sea and surrounded by a beautiful pine forest, Yasuragi offers guests the chance to relax or to get down to business while enjoying a truly serene setting.

[info@yasuragi.se](mailto:info@yasuragi.se) • [www.yasuragi.se/en](http://www.yasuragi.se/en)

Vinnova is Sweden's innovation authority administering state funding for research and development to contribute to sustainable growth. Vinnova promotes the development of efficient and innovative Swedish systems within the areas of technology, transportation, communication and labor. [www.vinnova.se](http://www.vinnova.se)

The Japanese Association in Stockholm promotes the understanding of Japanese culture, the interests of its members and the Japanese community in Sweden. [www.japanskaforeningenisthl.se](http://www.japanskaforeningenisthl.se)

### Massive gaming opportunities between Sweden and Japan

“The Swedish gaming industry is huge,” said David Polfeldt, managing director of Massive Entertainment. “We are part of a movement driven by world-class developers.”

According to the Swedish Games Industry organization, the industry's revenue reached € 1.32 billion in 2016 — double that of just three years prior.

The company started as a passion-driven business that has grown from 30 people to a multicultural workforce of 550 challenge-driven employees working on some of the largest projects in the industry.

“Every year our job demands more from us as the stakes get higher,” said Polfeldt. “We work with hundreds of people located in different countries and recently opened another studio in Stockholm. As our business has grown, we ensure Massive Entertainment continues to deliver.”

In 2016, Massive Entertain-



David Polfeldt, Managing Director of Massive Entertainment

ment released “Tom Clancy's The Division.” The game became the fastest-selling game in the history of Ubisoft and Sweden's largest cultural export for that year. The game's success led Ubisoft to be ranked among the top 10 publishers in Japan by console unit volume sales in 2017. “The Division is a thinking

man's action game that goes deeper, asks more complex questions and poses multiple interpretations,” Polfeldt shared.

“We always work under the assumption that our audience is incredibly intelligent and our approach has proved successful, especially in Japan where gamers expect a full

immersive experience and intellectual stimulation.”

Massive Entertainment's craftsmanship has also caught the attention of Japanese superstar game developers Hideo Kojima and Fumito Ueda who have visited Massive Entertainment's studio in Malmö, Sweden.

“Japan has always been a leader in the video gaming industry and I would love to work with such great craftsmen,” said Polfeldt.

Massive Entertainment is currently working on The Division 2 that will be launched on March 15 next year, followed by the company's next major title based on Hollywood director James Cameron's “Avatar.”

“We are working on incredibly exciting projects at the moment and we believe we are in a strong position to work more closely with our friends and partners in Japan.” ♦

[www.massive.se](http://www.massive.se)  
[www.ubisoft.com/en-US/office/japan.aspx](http://www.ubisoft.com/en-US/office/japan.aspx)

