A bridge from the Rhine to the Sea of Japan

By Akihiko Furuse, managing director of OKI Europe and managing director of OKI Systems Germany

Mitsubishi Electric’s presence in Europe is strong, not only because of its well-known product portfolio in the fields of adjustable drives and air conditioning. Mitsubishi Electric’s presence in Europe is not only because of its well-known product portfolio in the fields of adjustable drives and air conditioning, but also because of its activities in key industries such as automotive, mechanical engineering, and medical technology. Mitsubishi Electric’s presence in Europe is not only because of its well-known product portfolio in the fields of adjustable drives and air conditioning, but also because of its activities in key industries such as automotive, mechanical engineering, and medical technology.

Mitsubishi Electric has a long history in Europe, starting with the establishment of its first factory in Germany in 1934. Since then, Mitsubishi Electric has established a strong presence in the region, with a network of sales and service offices in key European countries. Mitsubishi Electric’s presence in Europe is strong, not only because of its well-known product portfolio in the fields of adjustable drives and air conditioning, but also because of its activities in key industries such as automotive, mechanical engineering, and medical technology.

Mitsubishi Electric’s presence in Europe is strong, not only because of its well-known product portfolio in the fields of adjustable drives and air conditioning, but also because of its activities in key industries such as automotive, mechanical engineering, and medical technology. Mitsubishi Electric has a long history in Europe, starting with the establishment of its first factory in Germany in 1934. Since then, Mitsubishi Electric has established a strong presence in the region, with a network of sales and service offices in key European countries.
Small yet global metropolis is a favorite of Japanese business

**North Rhine-Westphalia**

Düsseldorf, the capital city of North Rhine-Westphalia, is the gateway to Germany’s largest economic region. Its excellent infrastructure, its importance as a transport hub, and its strong industrial base have made it an attractive location for Japanese companies. With more than 440 offices of Japanese companies, Düsseldorf is one of the major destinations for Japanese business in Europe.

The image features a page from a document discussing the importance of Düsseldorf as a hub for Japanese investment in Germany. The text highlights the city's role as a business center, noting its strategic location in the heart of Europe and its connectivity with major European and Asian markets.

**Düsseldorf and NRW are the ideal location for Japanese investment in the region.**

**EYE ON NORTH RHINE-WESTPHALIA**

**NRW INVEST**

**NRW INVEST — the stop-off agency for investors**

The North Rhine-Westphalian Investment Promotion Agency (NRW.INVEST) is the leading stop-off agency for investors from abroad. It is the point of contact for all investors and startups who are planning to establish a business in North Rhine-Westphalia.

**Düsseldorf is a non-profit organization with a network of companies and departments based at the airport, which serves as a gateway to the region.**

The NRW.INVEST provides comprehensive support to investors, including assistance with market research, business contacts, and legal and financial advice.

**Lubricating Europe’s engine**

**Yoshifusa Hamada,** managing director of Yamaha Lake Europe

**‘Kando’ powers innovation in an important market**

**Eishin Chihana,** president of Yamaha Motor Deutschland

**Japanese companies are targeting the European market, with a focus on the automotive and machinery sectors.**

The NRW.INVEST has established a network of important people in Japan who act as ambassadors for North Rhine-Westphalia in Japan. Through these connections, the NRW.INVEST has had the opportunity to deepen contacts between Japanese and international companies.

**The NRW.INVEST has established a network of important people who act as ambassadors for North Rhine-Westphalia in Japan.**

**The NRW.INVEST has established a network of important people who act as ambassadors for North Rhine-Westphalia in Japan.**