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Frankfurt Rhine–Main

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Bouncing back stronger from world economic crisis, Frankfurt Rhine-Main is ideal partner for Japan in Europe

One of Europe’s most advanced, prosperous and diverse regions, Frankfurt Rhine-Main is Germany’s second largest metropolitan area, encompassing parts of three states — Hesse, Rhineland-Palatinate and Bavaria — and the cities of Frankfurt am Main (its main center), Wiesbaden, Offenbach, Mainz, Darmstadt and Aschaffenburg. Once known primarily as Frankfurt’s financial and services sector, it has been transformed into a multifaceted economy based on engineering, manufacturing, logistics and IT. It is also an important R&D hub for pharmaceutical, chemical and biotechnology firms that lead the global market.

“Without a doubt, the Rhine-Main region is important for our country as it reflects the openness of the whole economy,” Joachim

Industry.

Sonja Mueller, director of East Asia international business for the chamber, adds, “Our region is export-oriented. Increasing our exports outside Europe is keeping us strong and firm during these difficult times.”

Germany and Japan are seen as Europe and Asia’s economic leaders, respectively. “In spite of the cultural differences, both countries have a similar tradition of craftsmanship,” Sakamoto points out. “Therefore, we share common characteristics for reliability and quality of products. This makes us ideal business partners and friends.” Proof of this is the fact that Frankfurt Rhine-Main is currently home to approximately 5,000 Japanese and more than 170 Japanese companies.

An ideal example of this close connection

Frankfurt Rhine-Main has been able to absorb pressure from the global financial crisis and bounce back to drive Germany — and the rest of Europe — through the ongoing Euro crisis for six consecutive years so far.

Nagel, member of the Executive Board of the Deutsche Bundesbank, explains.

“It is very positive to be based here in this region,” says Japan’s Consul General in Frankfurt, Hideyuki Sakamoto. “Aside from its strong economy, it has excellent infrastructure — including Frankfurt’s international airport, and the Frankfurt Messe with its world-renowned annual trade fairs and exhibitions.”

In fact, Frankfurt Rhine-Main has been able to absorb pressure from the global financial crisis and bounce back to drive Germany — and the rest of Europe — through the ongoing Euro crisis for six consecutive years so far.

“We are doing extremely well,” says Reinhard Froehlich, director of communications for Frankfurt’s Chamber of Commerce and

would be the sister-city agreement signed by Frankfurt with Yokohama. Naoki Mimuro, chief representative of Yokohama in Frankfurt, remarks: “We have had an office here since 1997, and that led to the agreement in 2011 which is based on three major aspects: the economy, global warming and the creative city. We believe we have a lot to learn from this region — and Germany as a whole — and we can have a lively exchange of views about our future development.”

Nagel sees this partnership growing more in the future, based on strong commonalities between the two countries. “I believe that good business relations are important for all countries, but especially for export-oriented economies like Germany and Japan,” he says. “I therefore welcome efforts to intensify the partnership between our two countries.” ♦

“It is very positive to be based here in this region, aside from its strong economy, it has excellent infrastructure.”

— HIDEYUKI SAKAMOTO
Consul General of Japan in Frankfurt



CONSULATE GENERAL OF JAPAN IN FRANKFURT

“I believe that good business relations are important for all countries, but especially for export-oriented economies like Germany and Japan.”

— JOACHIM NAGEL
Executive Board Member
Deutsche Bundesbank



DEUTSCHE BUNDESBANK

Innovation, dedication, environment and assets anchor global strategy from heart of EU

Headquartered in Frankfurt — the continent’s thriving and innovative “Mainhattan” — Chemetall is a leading EU enterprise whose innovative research, development and product manufacturing complements the region’s financial powerhouses; impacting a far-flung international market and touching businesses in every corner of the globe.

Chemetall specializes in surface treatment — particularly metal surfaces — and its team of scientists and manufacturing experts pioneer innovation in the global market. The company has mastered the art of innovation to solve complex manufacturing challenges using proprietary formulations based on continuous R&D.

“We always say we do R&D with a small ‘r’; and a big ‘D’,” says Joris Merckx, president and CEO of Chemetall. “The key to our global success is to stay close to our customers and adapt our innovative and applicable technology for each specific need. Our dedicated Frankfurt team doesn’t just sell chemicals. We provide our customers with solutions.”

Now owned by a U.S.-based company while maintaining strong roots in its German origins, Chemetall traces its history back to the 19th century when it was part of the renowned Metallgesellschaft group. Today’s Chemetall business unit has over 2,100 dedicated employees, 40 subsidiaries and 22 production sites around the world.

Merckx adds: “We offer what we call ‘integrated value.’ For our clients, that means a full supply line: From coolants and pre-treatment chemicals to the surface treatment itself. As well, we offer products to safely treat process effluent and process engineering equipment to dispense, automate and control our technologies.”

Since 1996 Chemetall has had a technical partnership with Nippon Paint. Sharing R&D between Germany and Japan continually moves forward product innovation. Merckx expects that this collaboration will lead to Japanese business growth for the company, especially with overseas subsidiaries worldwide. “Our investment in serving Japanese customers will continue to grow as their companies follow expansion outside of Japan,” he predicts.

Merckx joined Chemetall in 2007, bringing



Joris Merckx, President and CEO of Chemetall

years of experience, knowledge, and hands-on practicality with him. “One of Chemetall’s strengths is its commitment to a specialty service line,” he notes. “The difference is that most of our global competitors are large conglomerates that offer surface treatment as part of a larger array of product lines. Whereas, at Chemetall, we specialize in surface treatment and aim to offer absolutely the best in service along with the most innovative products to quickly address shifting market and customer needs.”

Merckx is most proud of how the company has been able to continue with its world-class chemical manufacturing while developing environmentally safe products and technologies. It marks Chemetall as an ideal partner for Japanese companies worldwide who hold to stringent environmental standards.

“This fits in with our in-house motto — ‘IDEA!’ — Innovation, Dedication, Environment and Assets,” he states. “Our products speak of our record of innovation and environmental concern. And we know that our strongest asset of all is our people, who are dedicated to keeping Chemetall moving forward.” ♦

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THE ART OF ROTATION

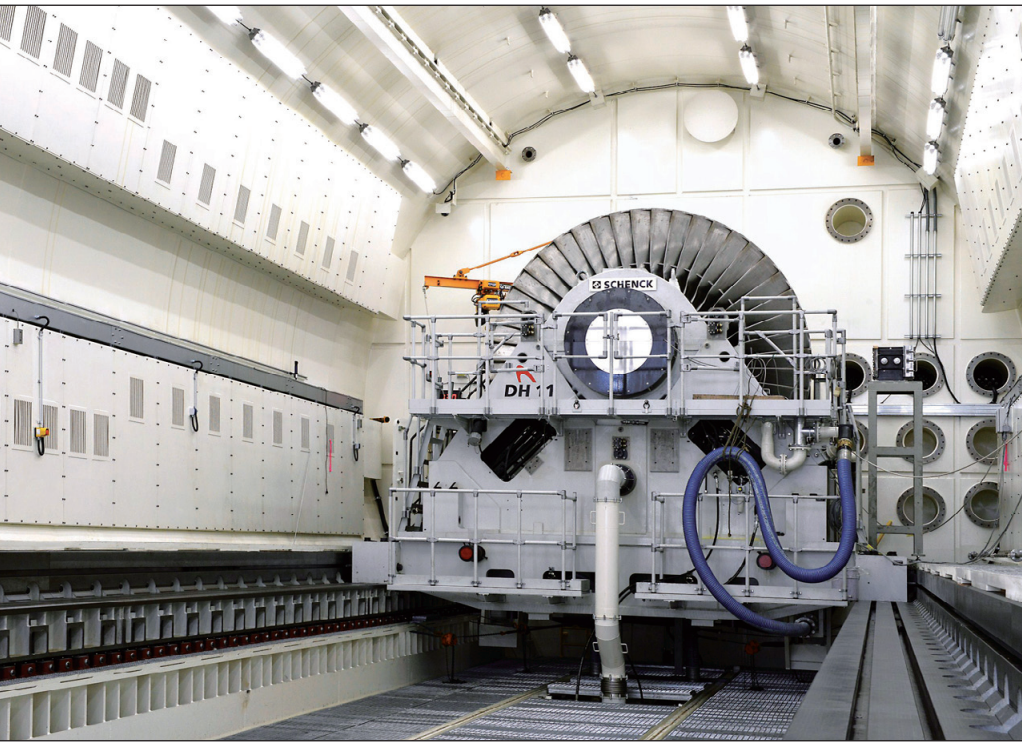
In the machine world, balancing means Schenck

“If you travel the world and talk to people about industrial balancing, they will point to Schenck,” says Ralf-Michael Fuchs, chairman of the board of management of Carl Schenck AG. The company, established in 1881 in Darmstadt, is today part of the German publicly listed Dürr group and leads the world in industrial balancing, end-of-line testing, filling and cleaning technology. With over \$750 million in annual sales, Schenck has almost 3,000 employees around the world.

Schenck RoTec, the world leader in balancing technology, has more than a third of the global market in systems for the balancing of rotating parts such as electric motors, crankshafts, jet engines or power generation turbines.

According to Fuchs, a key to Schenck’s success has been its broad product range and its global setup, with production facilities in Europe, India, China, Japan and the U.S. “This enables us to avoid excessive damage during downturns in any one of our target markets while markets are becoming more and more volatile and unstable,” he says.

“We deliver our products in more than 100 countries — every year,” continues Fuchs. “Almost 50 percent of our sales volume comes from Asia, and around 45 percent of our employees are based there as well, making this continent the most



New High-Speed Balancing Facility for large turbines by Mitsubishi Hitachi Power Systems in Hitachi, Japan

important for Schenck.”

Schenck RoTec currently provides balancing solutions for

— and also for maintenance and repair shops for pumps, motors and turbochargers. Ties with

Fuchs says his company’s relationship with Japan will keep growing as long as the industry

Schenck RoTec, the world leader in balancing technology, has more than a third of the global market in systems for the balancing of rotating parts such as electric motors, crankshafts, jet engines or power generation turbines.

the entire engineering industry — from automotive to aerospace to turbine manufacturers

Japan were built up in 1970 when a 50-50 joint venture with Nagahama Seisakusho in Takatsuki, Osaka was founded.

“Our Japanese customer portfolio includes names such as Toyota, Mitsubishi, Hitachi, Kawasaki and other major players,” says Fuchs. “Actually, it would be difficult to find a major Japanese manufacturer not doing business with us, since they trust in our long-lasting, reliable and high-quality machines and local services.” In this precision sector, even the smallest error can have catastrophic effects, so trust is a major factor. Currently, Mitsubishi Hitachi Power Systems has just inaugurated one of the biggest high speed balancing facilities in Japan. Within just seven months Schenck realized this project together with the customer.

“Our Japanese customer portfolio includes names such as Toyota, Mitsubishi, Hitachi, Kawasaki and other major players.”

— RALF-MICHAEL FUCHS
Chairman of the Board of Management
Carl Schenck AG



SCHENCK ROTEC

Frankfurt Rhine-Main Business Report

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Metzler: Getting better as it ages

The Frankfurt-based private bank is an ideal fit for Japanese clients

Metzler seel. Sohn & Co. is not a typical banking institution in any sense. In terms of its values, business model and history, Metzler does not have much in common with its competitors. Founded in the 17th century, Metzler is the oldest bank in Germany still owned by its founding family. Today, after surviving and thriving for over 340 years through wars, booms and busts, it still stands strong: a stable and reliable institution serving clients from all over the world. The bank is not involved in the risky loan business, but instead focuses on institutional asset management, private banking, capital markets and corporate finance — maintaining a relatively small balance sheet and minimizing risk. “We have a special approach to risk manage-

ment as this is in our DNA,” explains Gerhard Wiesheu, a partner at Metzler. “We have never been a systemic bank, and I say with great pride that — because of this — Metzler has not been affected directly by the financial and debt crisis.” He points out that the bank’s biggest current challenge is to control its expansion and maintain a focused business model — the key to its success so far. Wiesheu also heads the bank’s Japan business, where it has maintained a permanent presence since 2001. “It’s a pleasure to deal with Japanese clients. The Japanese culture is a perfect fit for our bank, as both are characterized by trustfulness, loyalty, carefulness and a long-term approach,” he explains. ♦ www.metzler.com



Gerhard Wiesheu, Partner at Metzler

Global technology leadership with local dedication

In the highly innovative and incredibly fast-paced world of the semiconductor industry, the need for a partner who can speak the exact technical language, while continuing to impress with results over time, is paramount. Born from the system LSI (large scale integration) businesses of Fujitsu and Panasonic in March 2015, Socionext meets those requirements. Its ambition is to become the leading open innovation company for SoCs (System-on-Chip), cooperating with partners to provide optimum solutions and services to customers.



For this, Socionext has gathered together engineers with vast experience in application areas such as imaging and networking to create new value and further contribute to society. It intends to demonstrate its strength based on its technological achievements over the years, and to use that strength to grow continuously as a company and give people a “better quality of experience,” as its guiding brand message indicates. This corporate commitment expresses not only a determination to improve the performance and functionality of Socionext’s products and services, but also the goal of providing new value to people throughout the world and thus contribute to a prosperous society for all.

Technology solutions that meet our brand promise Socionext’s cutting-edge global technology in the fields of video imaging and networks has been cultivated over many years. Through the synergy of eight business units, it creates new solutions to revolutionize the experiences of its clients around the world. Each of these units is based in the ideal location for its team to run its design, development and sales activities. Six of the business units are based in Japan, and one each in the U.S. and in Europe. The company has expertise in the “Inlet” technology of video capturing and authoring, the “Outlet” technology of graphics and display and the video encoding technology that connects the two. In fact, Socionext excels in all aspects of the video-imaging field. Its people are industry professionals, using state-of-the-art technologies and offering the world’s highest levels of comprehensive solutions in the video imaging field. Today, computers, communication network equipment and various embedded systems are gaining increasing functionality and demanding larger scale SoC circuits of more and more complexity. With rich design resources cultivated over many years, and the latest technology, it is providing its customers with sophisticated solutions to enhance the value of its products. ♦ www.socionext.com www.socionext-graphics.com

Southeast of Frankfurt, an industrial services hub for the region

Located in the part of the Frankfurt Rhine-Main region that lies in the neighboring state of Bavaria — closer in fact to Frankfurt than to its own state capital of Munich — the Industrie Center Obernburg (ICO) has built up a strong reputation as an industrial location since it was first established in the Obernburg region 91 years ago. With almost 3,000 people currently working at ICO — it has become Europe’s largest and most diversified chemical fiber industrial estate. Mainsite — the site operating company — has a strong focus on the future and actually develops new areas for new settlement of industrial companies,” says its managing director, Albert Franz. “The site is well connected, making logistics and transportation fast and effective. We are located just half an hour away from Frankfurt International Airport, and we have immediate access to major highways and railways as



Innovative, versatile and flexible — the Industrie Center Obernburg in the Bavarian part of the Frankfurt Rhine-Main region offers excellent conditions for industrial settlements.

well as direct access to docks and routes offered by the Main River,” Franz says. “Mainsite excels by making things simple for its clients — providing a full range of services. We

provide technical services, including facility and machinery maintenance, engineering, planning and consulting,” he adds. “We also run a wastewater treatment facility near the site, managed together

with surrounding communities. This shows how welcome we are in the region, and how local communities value and respect our presence. “The success of our customers is our success,” Franz explains. It’s our duty to provide them with cost-effective energy to help them compete on the world stage. We even provide companies with scientists and students from universities in the region, as well as trainees in engineering, research and production positions.” “Both local and international companies are currently based at ICO, working and researching in various fields,” he points out. One of its latest additions is a Japanese company — Toyobo — which specializes in tridimensional fiber braids, and is Mainsite’s first ever tenant from Japan. “This is certainly a sign of our high-quality standards, which matters the most to our Japanese friends,” Franz concludes. ♦ www.mainsite.de/en

100-year old innovator offers total automation solutions for European industry of the future

Aside from the occasional automatic vacuum cleaner scuttling across rooms these days, robots are not yet the ubiquitous 21st century presence in our lives that they were predicted to be in sci-fi novels of the 1950s. Or so we think. In fact, many of the products we use everyday have been manufactured with the help of industrial robots. Worldwide sales of these automated machines rose by 23 percent in 2014. This figure is set to double by 2018. It’s a far cry from 100 years ago, when Daigoro Yasukawa started a company in Japan — Yaskawa — to produce coal-mining equipment. Today, it is a global leader in robotics and automation, with \$4 billion in annual revenue and over 14,500 employees worldwide. In a world of growing automation, Yaskawa is well-placed to develop applications in every field of manufacturing and industry. In Europe, Yaskawa’s main base is in Eschborn, part of the Frankfurt Rhine-Main urban area. It’s a logical place, as Koichi Takamiya, chairman of Yaskawa Europe, explains: “Innovation for automation and robotics is still at the highest level in Japan and Germany. Here, we have R&D, which is a collaboration between the best of innovation in Germany and Japan. It is the ‘mittelstand’ firms (leading global niche companies, though they may be small and medium in size) who are our main

customers here, and we work closely with them, which differentiates us from our strong competition.” “Competition is very tough, so we provide our clients with custom-fit solutions,” he continues. “We also concluded that we need to offer total solutions in order to succeed.” This strategy led to the 2012 acquisition by Yaskawa Europe of the German firm VIPA, a specialist in PLC (programmable logic controller) systems and software. The opportunity to add VIPA’s strengths to a more complete solutions offering by Yaskawa also found Takamiya uniquely qualified to tackle any challenges brought on by the takeover. “I had already had experience of working through a corporate acquisition in the U.S. from 2002 to 2006,” he recalls. “It was a difficult learning experience that helped me lead the VIPA deal smoothly; respecting both companies’ business cultures and models.” “The first two years since have been a time of learning about each other while maintaining the same brand names and organizations,” he says. “Next comes a transition into a more combined company, and joining business models into a total solutions strategy.” Yaskawa Europe’s three main divisions now offer the strongest set of solutions to its clients: “In robotics, we are currently among the top three players in Europe,” Takamiya



Koichi Takamiya, Chairman of Yaskawa Europe

emphasizes. “Our target is to raise our market share further. Our drives and motion division is quite strong in many markets, with applications such as ‘Lify.’ Finally, VIPA and its PLC expertise is the third base of our triangle. This has made us stronger in the European market, able to face the challenges of the future.” ♦ www.yaskawa.eu.com