



World Eye Reports

South Korea

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A message from the Japanese Ambassador to South Korea, Koro Bessho



Koro Bessho, Japanese Ambassador to South Korea

Japan and the Republic of Korea (ROK) have each achieved significant progress over the last 50 years. It is my belief that our two nations have influenced each other throughout that process, and that our interaction has grown enormously.

The theme of this year's 50th anniversary of the normalization of Japan-ROK relations is "Building a new future, together." Japan and the ROK share many strategic interests in common. Looking at the current situation in Northeast Asia, the strengthening of cooperation between Japan and the ROK, as well as the strengthening of trilateral Japan-ROK-U.S. cooperation are indispensable for the peace and stability of both our countries, as well as the entire Asia-Pacific region.

As for our economic relationship, the two countries are the third-largest trading partners for each other, a situation that has not changed over the last decade. Japan has been the largest foreign direct investor in ROK in recent years.

I am confident our cooperation on regional and global issues and our joint efforts to advance our international contributions will lead the way toward the development of a new future for both Japan and the ROK. ♦

Mitutoyo measures its success across the length of South Korea

Since 1934, Mitutoyo has delivered innovative products to its markets worldwide — micrometers and calipers, coordinate and form measuring instruments and optical measuring instruments for industries that require precision measuring technologies.

Mitutoyo plays a major role in Asia, in such places as China, Taiwan and Singapore and is now expanding operations to strengthen its relationship with existing customers and create new opportunities for growth.

"Mitutoyo initially founded a service organization in Korea in 1994, before establishing Mitutoyo Korea in 2000," said Nobuyuki Yoshida, Mitutoyo Korea's representative director.

"In 2012, we relocated our Seoul head office and created our solutions center to meet the demands of our customers."

While the automotive market remains an important business segment for Mitutoyo in Korea, the company is also successfully engaging with clients in other key growth industries ...

Today, Mitutoyo Korea's customer base comes from the automotive, semiconductor and electronics, industrial and medical sectors.

While the automotive market remains an important business segment

for Mitutoyo in Korea, the company is also successfully engaging with clients in other key growth industries and taking increasing advantage of business opportunities in the south of the country.

Seoul is the financial and business heart of Korea, but cities such as Busan and Daegu in southern Korea also offer huge opportunities for com-

panies active within key industries.

"We opened our first Busan office in 2003, and relocated the office this year to expand our solutions center there and offer a better quality of service to our customers in the Busan metropolitan area," said Yoshida.

"Our Daegu office was opened in 2005, and we expanded this office in 2012 to successfully meet the needs of our growing customer base in the Daegu basin and across the Yeongnam region," he added.

With a strong footprint across the peninsula, Mitutoyo Korea is able to offer clients advanced technical services and the best products. "Korea's southern economy is growing and we are working with an increasing num-



Nobuyuki Yoshida, Representative Director of Mitutoyo Korea

ber of companies there," said Yoshida. "We intend to grow our business in Korea and continue to contribute to the strengthening of the Japan-Korea

relationship while developing Mitutoyo's business here." ♦
www.mitutoyo.co.jp/eng
www.mitutoyokorea.com

Strong partnerships create global business opportunities

With Korean companies requiring Japanese technology and Japanese companies wanting to develop their customer base in Korea, our two countries have become strong partners when it comes to doing business," said Kunitake Kasai, general manager of IHI Seoul.

Since 1853, IHI has manufactured ships, aircraft engines, automotive turbochargers and other precision and industrial machinery. As the Japanese group continues to strengthen its global network, it is creating new opportunities and



Kunitake Kasai, General Manager of IHI Seoul

expanding in Korea.

IHI's Seoul office, established in 1979, focuses on energy and resources: delivering boilers, gas tur-

As the Japanese group continues to strengthen its global network, it is creating new opportunities and expanding in Korea.

bines, engines, separators and compressors. It also supplies industrial construction machinery and material handling systems to customers, as well as being involved in the

airplane engine business.

"We see huge opportunities to work with our Korean partners — in Korea and in international markets such as the Middle East where they operate," said Kasai. "Our technology and our world-class solutions

and Hyundai WIA have successfully established a joint venture to develop and manufacture innovative new turbochargers for the auto industry.

"We have seen firsthand that Korean and Japanese ties are strong when it comes to doing business," said Kasai. "Good relationships create strong businesses, and we intend to partner with Korean companies and do a growing amount of business together."

"We are driven by our technology and our desire to meet customer requirements," he said. "As we grow, we will continue to create new global business opportunities with our friends from Korea." ♦
www.ihico.jp/en

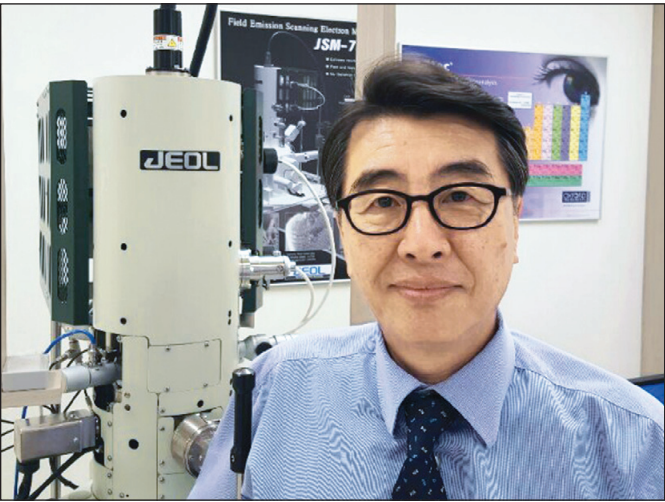
Delivering innovative solutions to industry and scientific research

JEOL is a world leader in the development, manufacture and sales of electron microscopes, analysis instruments, industrial equipment and micro-analysis systems.

Having initially entered the Korean market through a distributor, JEOL's Korean subsidiary — JEOL Korea — was established as a joint venture between DI Corporation and JEOL in 1994.

"Since establishing the company, we have significantly grown our business in terms of both revenue and market share," said Chang Soon Kim, president and CEO of JEOL Korea.

"Our employees work hard, and communication within the company and between Japan and Korea is strong," he continued. "We have a good reputation in Korea for our products, our installations, our preventive maintenance services and our commitment to meeting customers'



Our employees work hard, and communication within the company and between Japan and Korea is strong."

— CHANG SOON KIM
President and CEO of JEOL Korea

requirements."

Meanwhile, increased Korean government support of scientific research in universities, institutions and other establishments has opened new opportunities for JEOL.

"Our 'S-Core' market, or scientific sector, accounts for half of our business today," said Kim. "The other half is our 'I-Core' market: made up of industrial customers such as semiconductor manufacturers — many of whom have large-scale investment plans underway."

JEOL Korea continues to build on the company's core values and history of expertise. "We instill a sense of pride in our employees, and contribute to Korea's scientific and industrial development," says Kim.

"We intend to build on the momentum we have achieved to ensure our continued success in the Korean market," he concluded. ♦
www.jeol.co.jp/en

Bringing advanced logistics solutions to Korea

With increased trade across the Northeast Asia region, advanced logistics provider Nippon Express Korea (NEK) is delivering solutions to customers while strengthening the company's commitment to Korea through new investment projects in Busan and a continued dedication to customer satisfaction.

NEK was established in South Korea in 2002, and today has seven bases across Korea. The company's business in the country.

In terms of container handling, Busan Port is the sixth-largest in the world today, handling 17 million TEU (twenty-foot equivalent unit of cargo capacity), compared with the Port of Tokyo's 5 million TEU. As a transit port, Busan Port intends to play an increasingly important role in both regional and global trade.

"Northeast Asia is a rapidly growing region of the world, and

The company delivers air and marine transportation, overseas removal services and third-party logistics solutions to customers across the Korean peninsula.



We intend to position NEK as the advanced logistics solutions provider of choice, and further enable exchange between Korea and Japan with the opening of our new warehouse in Busan."

— SHINJI TORIMOTO
CEO and President of Nippon Express Korea

this traffic.

With initiatives such as the "double-number chassis" on vehicles to facilitate faster logistics services between Korea and Japan, NEK is in an even stronger position for Korean growth.

"Moving forward, we intend to grow with the Korean econ-

omy, and develop our business within the local domestic market," said Torimoto. "While we grow, we will continue to serve our existing customers and further develop and contribute to NEK's global supply chain solutions." ♦
www.nipponexpress.co.kr/en

Always an edge ahead in Korea

The Daifuku Group has become the world's top material handling systems manufacturer. With growth continuing to drive the group's international business forward in 22 countries, Daifuku's activities in Korea continue to lead the local market.

"We have been very successful in Korea, and continue to grow our business here," said Tetsushi Imasato, chairman and CEO of Daifuku Korea. "We established the company in 1997. Today, we have 130 employees and are proud of our commitment to delivering high-level engineering solutions to customers across Korea."

Daifuku focuses on manufacturing and distribution systems, specifically, factory and distribution automation (FA/DA), clean-room production line systems

(e-factory automation, or eFA) and automobile production line systems (automotive factory automation, or AFA) in Korea.

The company's FA/DA solutions allow customers to manage their manufacturing and distribution businesses efficiently.

In Korea's highly advanced electronics and semiconductor industries, Daifuku works with leading Korean players to deliver cutting-edge solutions.

Working closely with large Ko-

rean automotive companies such as Hyundai, Daifuku provides systems for automobile production processes that convey car bodies between each assembly process. About 80 percent of its current business is in the automotive sector.

"With our comprehensive capabilities, attention to customer requirements and the ability to deliver timely and technology-driven solutions to Korea's key industries, we have become high-

ly regarded," said Imasato. "We will continue to build on our excellent reputation."

Having lived and worked in Korea for almost 20 years, Imasato affirms the importance of the Japan-Korea relationship. "Korea and Japan are strong partners when it comes to doing business," he said. "Daifuku Korea's strong workforce contributes to our success, and as we grow our business we'll continue to develop friendships and long-term business partnerships."

"As e-commerce continues to grow, we expect the retail sector to provide us with a number of opportunities to partner with Korean companies in that area," he continued. "We look forward to Daifuku's continuing contribution to Korean society." ♦
www.daifukukorea.com

In Korea's highly advanced electronics and semiconductor industries, Daifuku works with leading Korean players to deliver cutting-edge solutions.

Daifuku Korea's strong workforce contributes to our success, and as we grow our business we'll continue to develop friendships and long-term business partnerships."

— TETSUSHI IMASATO
Chairman and CEO of Daifuku Korea



DAIFUKU

Always an Edge Ahead

www.daifukukorea.com



THE WORLD MOVES AHEAD, IF WE DO.

NRB is the world's leading customised bearing developer and manufacturer of precision friction solutions for global mobility giants like Honda, Suzuki, Yamaha, Daimler and ZF.

With a presence across 26 countries, NRB ensures a smooth ride for millions of lives.

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