



A special feature produced by:

Synergy Media Specialists

Singapore



DAIKIN
50 YEARS
Together, We are 1



synergymediaspecialists

www.synergymediaspecialists.com

Enhancing ASEAN Integration through resilience and innovation

As Chair of this year's 33rd Association of Southeast Asian Nations (ASEAN) Summit, Singapore is forging partnerships and creating a resilient and innovation-driven economic region.

"We will continue to focus on an agenda aimed at fostering ASEAN unity and centrality through the theme 'resilience' and enhancing regional economic integration through 'innovation,'" said Chee Wee Kiong, Permanent Secretary, Singapore Ministry of Foreign Affairs.

"Japan and Singapore have

over the years established cooperative ties in various fields, including the economic, business, political, security and cultural fields. We very much would like to accelerate the pace of economic development in both countries through regional economic partnerships such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and Regional Comprehensive Economic Partnership as well as through Japan-Singapore joint business endeavors in third countries. Respecting the centrality and integrity of



Jun Yamazaki, Ambassador of Japan to Singapore

ASEAN, Japan would like to cooperate with ASEAN under the Free and Open Indo-Pacific Strategy (FOIP)," said Ambassador Jun Yamazaki, the newly appointed Ambassador of Japan in Singapore.

The ASEAN region is expected to become the world's fourth-largest economy by 2030. With young working-populations, growing middle-classes and rapid urbanization, the ten ASEAN member countries contribute significantly to global economic growth.

While the manufacturing, electronic, chemical and au-

tomotive sectors have traditionally been driven by Japanese investment, dynamic growth sectors are presenting new opportunities for Japanese investors.

In recent years, government initiatives have helped to establish Singapore as a regional hub for startup businesses and small-medium sized enterprises (SMEs).

As companies involved in artificial intelligence, Robotics and the "Internet of Things" aim to go global, the Japan External Trade Organization Singapore (JETRO Singapore) is helping Sin-



Junko Ishii, Managing Director of JETRO Singapore

gaporean and international companies stationed in Singapore to enter the Japanese market while encouraging Japanese startups and SME's to set up in Singapore and expand into nearby countries.

"We work closely with the Economic Development Board and Enterprise Singapore, both Singaporean government agencies to support enterprise development, bring together companies stationed in Singapore and Japan to establish partnerships and facilitate collaboration," said Junko Ishii, managing director of JETRO Singapore.

"Our initiative to enhance promising Japanese startups, 'J-Startups', and make early-stage Japanese companies connect with Singapore's thriving business community, we utilize our office as 'Global Acceleration Hub'. We encourage connectivity and Singapore is well-positioned to act as a springboard for companies as they reach out to dynamic ASEAN economies."

www1.mfa.gov.sg
www.sg.emb-japan.go.jp
www.jetro.go.jp/singapore
www.asean.org
www.enterprisecsg.gov.sg

Measuring Success in the heart of Southeast Asia

Next year sees Shimadzu Asia Pacific Pte. Ltd. celebrating 30 years in Singapore. The company is the leading provider of analytical equipment, testing machines, balances and medical equipment to research institutions, universities and chemical manufacturers.

"By focusing on quality and after-sales services, we have become the leading analytical and testing equipment manufacturer in Asia," said Managing Director Tetsuya Tanigaki.

"We have built strong relationships with our clients and continue to innovate and provide the highest-quality advanced equipment."

The Singapore office was the first location Shimadzu established in Southeast Asia and



Tetsuya Tanigaki, Managing Director of Shimadzu Asia Pacific

today, the company also has offices in India, Malaysia and the Philippines.

While the company's customer bases in countries such as India and Malaysia have

grown dramatically, Singapore remains Shimadzu's regional headquarters and main business hub for the region.

"Geographically, we are located in the very heart of the Asian region," said Tanigaki. "This is an advantage for us as we conduct business across Asian markets."

"The talent pool in Singapore is a huge plus and a few years ago, we established our Shimadzu Innovation Center, one of four Shimadzu research centers outside of Japan. Our research and development team here in Singapore collaborates very closely with our counterparts in Japan."

As the company continues to implement its growth strategy across the Asian region, Tanigaki recognizes the importance of localization.

"The Japanese and Asia-Pacific markets are very different. It is important for us to implement our regional marketing and branding strategies from Singapore," said Tanigaki.

"Singapore's strength also lies in its cultural diversity. If we can understand the needs of the local market, then we can better understand the regional markets in which we are doing business. Our customers understand that we act as a local company and will continue to play for the home-team as we develop our business in Singapore and across the region."

www.shimadzu.com.sg



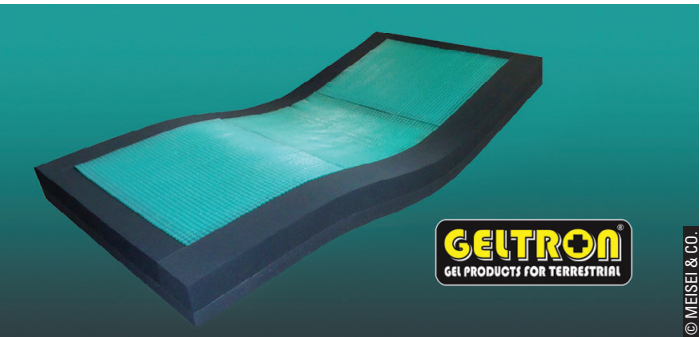
Committed to improving the lives of Singaporeans

Japanese based Meisei group established Meisei & Co. Ltd. in Singapore in 1976, and has grown its business ever since.

Originally a trader in raw materials, chemical products, synthetic resins, electronic materials and components, Meisei & Co. has expanded into health care, elderly care, supplements and beauty products, and is capitalizing on growing local demand, while building on its brand reputation.

The company recently opened its first retail store in Singapore's famous Takashimaya Shopping Centre on Orchard Road. Today, Meisei & Co.'s flagship store Healthy Port specializes in new product lines imported from Japan.

"In Japan, stores such as Healthy Port are relatively common compared with Singapore where such products can only be purchased online," said Meisei & Co. Managing Director Mike Kataoka.



Geltron single 15cm mattress

"We found a niche in the market that we decided to explore and have successfully developed our business."

Japan is addressing issues related to its aging population. "Japanese companies are developing a wide range of products to improve the quality of life of the elderly by making them more comfortable, mobile and flexible," said Kataoka.

It is predicted by 2030, a quarter of Singapore's population will be aged 65 and over

— a figure very similar to that of Japan's demographic today.

One of the leading products Kataoka has introduced to the market is the Geltron gel range of mattresses, pillows and cushions. These utilize the Japan-developed and patented Geltron "block-technology," which boasts functionality and superior support.

"We have supplied our Geltron mattresses to several hospitals and nursing homes in Singapore and have received

very positive feedback," said Kataoka.

The technology delivers support and breathability and encourages blood flow, which is essential for the elderly or infirm.

"Geltron products are available at Healthy Port and we are actively strengthening consumers' brand-awareness of these exciting new products," concluded Kataoka. "In the years to come, as Singapore faces the challenges of an aging population, we fully intend to supply our products to an increasing number of nursing homes and hospitals across Singapore to benefit people's lives."

healthyport.meisei.com.sg



Mitutoyo

To be made is to be measured

株式会社 ミツトヨ

Mitutoyo Asia Pacific Pte. Ltd.
24 Kallang Avenue, Mitutoyo Building, Singapore 339415
Tel: (65) 6294 2211 | Fax: (65) 6299 6666
Email: mapsg@mitutoyo.com.sg
www.mitutoyo.com.sg



SOLUTIONS FOR EVERY INDUSTRY

AEROSPACE
AUTOMOTIVE
DIE/MOLD
MEDICAL
ELECTRONICS





Fastening Products Group

YKK

Little Parts. Big Difference.

YKK HOLDING ASIA PTE. LTD.

Leading measuring instruments provider drives 'Industry 4.0'

"To be made, is to be measured," said Naotatsu Fujiwara, managing director of Mitutoyo Asia Pacific Pte. Ltd.

Forty years ago this year, Mitutoyo, the world-leading Japanese precision measuring instruments company, established its first Asian subsidiary in Singapore. In this anniversary year, the company is taking steps to

strengthen its activities in Singapore and the region.

From Singapore, Mitutoyo Asia Pacific has established offices across the Asian region in markets with strong manufacturing sectors such as Thailand and Malaysia. While these markets have become growth-drivers for Mitutoyo Asia Pacific, Singapore remains the company's regional headquarters in the heart of Asia.

The company's commitment to Singapore is exemplified by the Mitutoyo Building in central Singapore.

"The Mitutoyo Building, built in 1992, is one of only a few freehold buildings in Singapore fully owned by a Japanese company," said Fujiwara.

"We are very proud of this accomplishment as it symbolizes Singapore is not only our base, it is our home. Singapore's advantages include logistics, ease of doing business and access to a rich talent pool. Our diverse and talented team of people has enabled us to be successful in Singapore for the last 40 years."

In recent years, the global manufacturing industry has transitioned toward Industry 4.0 — a concept based in automation and data exchange for manufacturing technologies.

This practice demands precise measurement collections. As an industry leader, Mitutoyo has increased its market share through its ser-



Naotatsu Fujiwara, Managing Director of Mitutoyo Asia Pacific

vices and solutions for Industry 4.0-focused clients.

"In advanced technologies and manufacturing, the Singapore market has matured rapidly compared with other countries in the region," said Fujiwara.

"Countries, such as Thailand and Malaysia, and developing economies across the region are advancing their manufacturing capabilities," Fujiwara said. "This is a very exciting time for us as a company, our industry and our clients across Asia."

www.mitutoyo.com.sg



The Mitutoyo Building located on Kallang Avenue was built in 1992 and is one of few freehold buildings in Singapore fully-owned by a Japanese company.

The leader of looking forward

This year, Makino Asia Pte. Ltd. celebrates 45 years in Singapore as the Asian headquarters of Makino Milling Machine Co. Ltd.

The company employs over 500 people in manufacturing, research and development, and engineering in Singapore. Makino Asia's operations span China, India, Thailand, Indonesia, Vietnam, Malaysia and the Philippines, while exports extend to the Americas and Europe.

"As a global leader in high-speed, high-efficiency machining, our successes in recent years have been achieved through our focus on China and India," said Chief Executive Officer Neo Eng Chong. "To meet the increasing demand for our solutions, we expanded our Singapore facilities and built our smart factory."

The company's smart factory is a state-of-the-art facility

founded on the power of automation. Across its production lines, Makino Asia has incorporated "internet of things" solutions to streamline supply chain data collection and dramatically improve energy management, thus increasing efficiency and reducing environmental impact.

By 2019, the facility will be equipped with automation and data exchange solutions, commonly referred to as Industry 4.0.

"While increasing labor costs have caused Singapore's manufacturing industry to move to neighboring countries, we are investing in our Singapore facilities," said Neo.

"We believe this is the right time to transit into the new industrial age to better control information, timeliness and improve production quality," he said. "In line with the changes taking place



Makino Asia facilities in Singapore

within our industry, we will benefit from the abundance of skilled engineers and technicians that Singapore has to offer."

Makino Asia also has plans to transform production facilities in India and China into smart factories. The company intends to continue to invest in research and development and to increase its existing team of 100 engineers.

"With the emergence of high-tech industries such as aerospace and electric vehicle production, we need to continuously innovate to stay

one step ahead of our competitors," said Neo.

"We are driven to improve our capabilities, create new processes and equipment and generate new business lines to stay ahead of the competition. We work very closely with our Japanese counterparts and look forward to strengthening Makino Asia's reputation across the region."

www.makino.com.sg



Delivering quality products and innovative design to Asia

The YKK Group manufactured its first fastening product over 80 years ago. The company has since grown to become the world's largest manufacturer of zippers and fastening products with 111 affiliated companies across 73 countries and regions.

YKK Asia Group, headquartered in Singapore, is YKK's largest regional operation. The group has 26 affiliated companies across the Association of Southeast Asian Nations, South Asia, Taiwan, South Korea and Oceania, with annual production of three billion zipper parts.

In addition to the fastening business, YKK Asia's core operations also include the company's Architectural Products (AP) business.

"YKK has a long history here in Singapore," said YKK Asia President Kosuke Miimi. "Fifty years ago, our manufacturing operations were established in Singapore, and over the years, we have successfully expanded across the region."



YKK's 40,000 square-meter factory located in Vietnam's Dong Nai province.

While YKK's Singapore manufacturing operations have now closed, YKK Holding Asia was established in Singapore as the regional headquarters and is now YKK's most important regional arm.

"One of our key business principles is 'localization' and Singapore is at the heart of YKK Asia," said Miimi.

"Our success is based on our abil-

ity to recognize the needs of the local markets in which we operate, and Singapore plays a key role in our success as a company and the economic development of its Asian neighbors. Additionally, many of our key clients in the fashion industry are strategically located in the Asia region, which makes it easier to maintain our strong relationships."

There are currently two research and development centers, and four development divisions within YKK Asia to ensure the group remains at the cutting edge of technology.

"Our industry changes rapidly and we seek to provide added-value to customers and local communities with our products and solutions," concluded Miimi.

"We are driven by our desire to deliver quality products and innovative design — values we believe will benefit society for years to come."

www.ykkasia.com

50 years of contribution, commitment and growth in Singapore

This year marks the golden jubilee anniversary of Daikin Airconditioning Singapore Pte. Ltd. (Daikin Singapore). Through the slogan, “Together, we are 1,” the company remains as committed to Singapore today as it has been for the last five decades.

In 1968, three years after the founding of the Republic of Singapore as a sovereign city state, Daikin became one of the first Japanese companies to establish a presence in Singapore.

“Over the last 50 years, we have grown and progressed our business in line with Singapore’s own development,” said Daikin Singapore’s Managing Director Liu Shaw Jiun. “Fifty years later, we continue to develop, shape and lead the market.”

A ‘people-centered’ management philosophy

Daikin Singapore’s “people-centered management” philosophy has served the company well for 50 years. “We hold our people in very high regard and believe in the infinite potential of the individual,” said Liu. “We believe if we invest in our people, they will grow, succeed and ultimately do their best for our company and for our customers. Our aim is to instill pride and loyalty in our people and support them as they develop a passion and perseverance for their work.”

Employee progression and development is fundamental to Daikin Singapore’s success. Training programs such as the ‘Future Leaders Program’ and the ‘Young Shining Star’ aim to identify the best candidates for managerial positions. By recognizing



LIU SHAW JIUN
Managing Director
Daikin Airconditioning Singapore

talented and hardworking employees, Daikin Singapore encourages people to reach their full potential.

The company was also the first and only to offer workforce skills qualification courses in air conditioning installation, commissioning and maintenance, and interactive seminars to provide insight to customers such as dealers, contractors and consultants.

Innovating together

Daikin Singapore has achieved many innovation-driven firsts in the Singaporean market.

In the late 1970s, the Singaporean government implemented policies to reduce energy consumption in large-scale public housing projects. In response, Daikin Singapore pioneered and introduced the first multi-split, energy efficient residential air conditioning units for Singaporean homeowners.

The mid-1980s saw a global energy crisis. As Singaporean companies announced cost-cutting measures, Daikin Singapore introduced the country’s first variable refrigerant volume (VRV) system.

This highly effective and

energy-saving air conditioning technology was designed for commercial buildings and delivered cost-saving solutions to Singapore’s business community.

Daikin Singapore gained recognition in the commercial air conditioning market during this period and the company holds a significant market share in

this segment today.

Singapore’s National Environment Agency introduced mandatory energy labeling scheme for products in the mid-1990s to help consumers compare energy efficiency and make more informed purchasing decisions. The 5-ticks rating, which now represents the highest efficiency ratings for air conditioners,



With D’SmarHome system, electronic appliances can be connected to communicate with each other as well as with you.

was popularized by Daikin Singapore via its Smile series.

The introduction of the company’s environmentally friendlier R-32 Multi-Split system air conditioner delivers 70 percent less ‘Global Warming Potential.’ The unit was first launched in Singapore and exemplifies Daikin Singapore’s commitment to delivering innovative solutions for a sustainable community.

“Through the company’s pioneering approach to local markets, Daikin is proud to deliver tailored solutions to all our customers,” said Liu.

“In Singapore, this strategy has enabled us to stay one step ahead of the competition and remain a valued contributor to Singaporean society.”

Together supporting you

Daikin Singapore’s market-leading position is due, in part, to the company’s

ability to listen to clients and focus on customer needs.

“We ensure residential, large corporates, small-to-medium-size enterprises and public sector customers always receive the best sales and after-sales care,” said Liu.

“We are dedicated to delivering excellence in all aspects of our business; we always put the client first and, as we say to customers, we are ‘everywhere with you’ and ‘we are first, because we put you first.’”

To provide more accessibility to Daikin Singapore’s products and services, the company opened five “Pro-shops” islandwide. The one-stop-shops cater to all Daikin customers’ needs through in-store specialists and interactive touch screen monitors designed to help customers decide on the most suitable air conditioning product.

With the largest in-house service team in Singapore, Daikin Singapore’s highly trained technicians are focused on delivering world-class customer service.

Together making a difference

“As a part of our corporate philosophy, we have always believed in progressing together with society and extending our support to those in need. As we mark our 50th golden jubilee year, we look forward to celebrating the occasion with greater volunteering efforts than before, rallying our colleagues in giving to the less privileged. Such community involvement provides opportunities for us to come ‘together as 1,’ to assist residents in elderly care homes and bring joy to the less fortunate families and children across Singapore,” said Daikin



The Daikin Airconditioning Singapore Head Office located in Ang Mo Kio Industrial Park.

Singapore’s Promotion and Communication Executive Angeline Poh.

Achieving together

Introducing innovative products designed to improve the lives of Singaporeans and protect the environment will ensure Daikin Singapore continues to achieve success there.

“With the ‘internet of things’ and the development of smart homes, we offer integrated systems to perfect our cooling solutions, taking air conditioning beyond its previous limitations,” said Liu.

“Our D’SmarHome enables cross-brand con-

nectivity and we intend to introduce super energy-efficient products. These incorporate monitoring and analytical technology to further minimize energy loss.”

“Looking toward the next 50 years, we want to repay the trust and faith our customers have placed in our products. We’re expanding our regional network and leading more innovative initiatives across the region. As we grow into an excellence hub in Singapore, we will go into the next phase of our exciting journey together with you because, together we are 1.” ♦

www.daikin.com.sg
www.facebook.com/daikinsg





TOGETHER WE ARE