The Japan Times

T he year marks the 100th anniversary of the birth of Sheikh Zayed bin Sultan Al Nahyan, the revered former ruler of the United Arab Emirates.

Year of Zayed's celebrations are being held in Japan to shine a light on Sheikh Zayed's visionary leadership and achievements. "There are many parallels between Sheikh Zayed and Japanese business leaders," said Masami Ando, managing director of the Japan Emirates Chamber of Commerce and Industry (JECCI). "Businesses thrive here, said Nakone, "because there is a business-friendly environment, including space, tourism, education, logistics, and technology." "As a company, we have warmly received rice, public people, and freedom of trade. This is very attractive for international investors," said Nakone. "ITOCHE is continuing to build lasting partnerships in the UAE and across the region by working closely with Dubai, especially. While ITOCHE focuses on the oil well industry, the company is simultaneously improving the customer-related value chain and developing new areas of business. Moreover, leveraging the UAE's mid-market management plan, ITOCHE 2020 will create an even more dynamic ITOCHE." "Through our projects and collaborations with local partners, we believe relationships in the UAE will continue to attract and retain the best talents around the world." said Nakone. "In the United Arab Emirates, ITOCHE Service Solutions FZCO provides services and solutions for water transport facilities, power plants and oil and gas field projects."

Celebrating 100 years and successful expansion into global markets

As a Japanese company, we place great importance on our regional client relations," said Flett. "Our clients demand high-quality products and we collaborate closely with our partners to provide quality aftersales services and support." To meet increasing demand, the company has established new offices across the Middle East, said Flett. "With the UAE as the center of the Middle Eastern market, we have successfully combined our highly skilled workforce and the Japanese values we hold dear.

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Delivering global supply chain solutions

Attracting international scholars to create a vibrant and interactive learning environment

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The UAE

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TOSHIKA

Toshiba Gulf FZE is Toshiba’s regional headquarters covering key markets in the Middle East and Africa.

Headquartered in Dubai, the company’s commitment to the United Arab Emirates was firmly established during the early development of the country. Toshiba provides innovative components, electronics technologies and service solutions to clients in the region.

The UAE is one of the most advanced infrastructures in the world and it is the perfect place to meet growing energy demands in Dubai and the UAE.

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Toshiba Gulf also oversees operations in North Africa. As purchasing power continues to increase, sales of Toshiba’s consumer electronics, including audio devices and personal data-storage equipment have increased.

“Oman is one of our biggest markets and we are developing business across the region,” said Naga. “Oman countries are becoming more connected with the rest of the world and our customers appreciate Toshiba as a quality-driven and reliable brand.”

In November 2018, Toshiba Corp., Japan announced the Toshiba Next Plan. The plan is to develop new technologies and solutions that will transform Toshiba’s business to facilitate future growth. The Next Plan is the fundamental strategy leading to the company’s long-term goal of becoming the highest-caliber in different areas, we also aim to achieve a solid foundation on which to create a vibrant and interactive learning environments that advances the region technologically, strengthens its heritage, culture and tradition, and benefits society.

We have attained top rankings over the years and we intend to keep it that way, while improving as we go along. "As such, we are today a world-class university, providing only the best education to students," said Professor Mohamed Alabbar, vice-chancellor of UAEU.

"Having precisely every detail of the change come our way is impossible; the only insurance we have is simply the nimbleness and agility to move, shift and change as and when we feel it does not work — it is constantly in our nature to critically examine and ensure we take action today to be prepared accordingly for tomorrow. We are on the right track, but many changes will have to take place for us to continue fulfilling our promise and ensure continued success in the near future. Given the importance of UAEU as a country, looks to and what we, or the UAEU, have ambitious plans for.”

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