As the two countries continue
transforming the electric vehicle market,
Japanese car manufacturers, as well as other device companies, are
seeking local resources to create new
challenges. To remain an
industry leader, the company
continues to play a significant
role in Mitutoyo Corp.'s global
business.

While China is known for its ability to mass-produce goods,
Yamaha Computer engines and vehicles are
characterized by their superior
"quality," said Isomata.

"The China market's demand for
electric vehicles, particularly
in our segment, will continue to
grow," said Sakata.

Looking to the future, the business
and OpreX Lifecycle. Through
comprehensive solutions, the
company continues to deliver
cost-effective, reliable
solutions in a wide range of
industries.

"We expect our business in China
to continue to grow,
"said Akio Ito, managing
director and chief executive officer
of MSIC.

We believe our employees
directly influence our
company's ability to serve clients
and grow," said Isomata.

In addition to investing in existing
businesses, the company is
looking to the future by creating
new business opportunities in
China, the central
organizing mission for our
employees at Mitutoyo Corp's headquarters.

"As we look forward, my
responsibility will be to ensure
the continued success of our
China business," said Isomata.

Within this changing
environment, "Mitutoyo China" (Co. is facing new
demands and opportunities. The
company is developing products
and services tailored to the
so-called horizontal market,
establishing the "Yamaha Experience Center" and
operating with key industry partners.

Creating exceptional
talent and contributing to society
is a priority for Yamaha China,
its top priority is creating
demand and supporting
its employees in their
professional growth.

A strong presence in China
With the rapid
development of the Chinese
market, Yamaha Motor China's
business has continued to
grow.

"Our company is committed
to the corporate mission of
being a "customer-creating"
company and continues to
foster meaningful work
opportunities for people
during our lifetime.

China's economic progress
and the government's policies
have put forward a series of
measures to support the
future of the country,
including the "Healthy China
2030," environmental
promotion policies and a drive to
build a "low-carbon society.

Yamaha Motor and MSIC
are continuing to work
synchronously to
serve the China market's
changing demand,
"said Sakata.

Yamaha Motor and MSIC
are continuing to
work together to examine
new business opportunities
in the China market,
"said Sakata.

Yamaha Motor, MSIC, Chairman
and President, recently
received the Gold Award from
Yamaha Motor, Shanghai.

Mitutoyo China is
exploring new business
opportunities in China for
the next 30 years.

"Looking to the future,
we will continue to
invest in innovative
technologies and
educate our employees.
"Sakata

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"Sakata
Making the connection between innovation and success

Kenji Haraguchi, Chief Representative, Japan National Tourism Organization (JNTO)

"We have become a leader in the country's rapidly developing beer market and have earned a reputation for delivering high-quality products and excellent service. In 2018, the company was recognized as a piece of the Okura brand. We have been successful in China and the region by challenging the competition and exploring opportunities in other markets. Despite growing competition from local Chinese companies, which are delivering high-quality, cost-effective products and services, our strong reputation and excellent service have enabled us to maintain our position in the market. In addition, our commitment to social responsibility and sustainability have been important factors in our success."