

INDIA

bridges BY SYNERGY MEDIA SPECIALISTS

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India and Japan at 70

Today marks a milestone in the India-Japan partnership.

On this day, exactly 70 years ago, Japan and India established diplomatic relations. Since 1952, both countries have worked closely with one another to build strong economic, trade and cultural ties. As the relationship continues to prosper, India and Japan are actively engaging with one another to build a stronger relationship for the future.

A spiritual connection

"Although our two countries are geographically distant, we share a spiritual bond," said Koji Sato, director-general of the Japan Foundation's office in New Delhi. "Not only limited to Buddhism, we also love each other's contemporary cultures. Recent developments regarding economic and business relationships have been adding actuality to the strong spiritual bond. We believe that we can complement each other by sharing Japan's effective management style and technology with India's entrepreneurship and individuals' high capabilities."

An important moment

As Japan continues to invest in India, both the Japanese and Indian business communities are benefiting from this strengthening of economic ties.

"Most Japanese companies invested in India come from the manufacturing sector with 70% active in the auto-

motive industry," explained Yasuyuki Murahashi, chief director-general of the Japan External Trade Organization's India office.

"We can see diversification of Japanese investment into India's service, electronic and food sectors, and digital transformation and innovation has been an increasingly important focus for JETRO in India. This is a key moment



Koji Sato, Director-General of the Japan Foundation New Delhi



Yasuyuki Murahashi, Chief Director-General of JETRO India



Mitsunori Saito, Chief Representative of JICA India

for India-Japan relations and we are planning a series of business events to encourage more cross-border investments and collaborations. We expect a continuous increase in economic traffic from Japan to India in the future. There is a lot of interest from Japanese companies to support India's energy transformation, which is aligned with the goal of ensuring that half of the country's future energy mix comes from renew-

able sources. This is a very exciting time for India-Japan relations. We are planning a series of business events to encourage more cross-border investments and collaborations, and we expect this year to kick off a continuous increase of economic traffic from Japan to India."

"JICA has provided nearly \$3 billion to the region in support of developmental projects, mostly for inter and intraregional connectivity. Our support in the health sector

has also been growing since the outbreak of COVID-19, as we support the government of India's efforts, by extending emergency loans and providing medical equipment. We are committed to provide our support and hope that we can raise the India-Japan relationship to an even higher level." ♦
www.jfindia.org.in
www.jetro.go.jp/en
www.jica.go.jp/english

25 years of Canon India: 'Do with Full Swing'

Manabu Yamazaki, the president and chief executive officer of Canon India, discusses the company's quarter century in India.

Bridges: How are you marking Canon India's 25th anniversary?

Yamazaki: Since our inception in India, Canon has built a legacy which has not only been shaped by exceptional ideas, but also an enduring passion to create great experiences to delight our consumers and partners alike. It is a testament to this passion, which reflects in our market leadership across both B2B and B2C segments. As a leading imaging brand in the country, both our enterprise and consumer businesses are well poised across the country, indicating immense customer trust.

We enjoy a presence across the length and breadth of this country,



We mark our 25th anniversary in the country, we are thankful to our employees, business partners and customers — people who have made our success possible and are an important part of the Canon India journey — today and tomorrow. To celebrate this momentous occasion, we will be holding multiple engagement

As India and Japan celebrate 70 years this year, how do you see the relationship developing? Both India and Japan have immense respect for each other, and time and again the bilateral relations have proved to be mutually beneficial for both the countries. Japan has been at the forefront in pioneering technological innovations and it is a proud moment for me to take this legacy and trust forward by being a part of Canon India. We look forward to the celebration of the two amazing countries and their rich cultural heritage along with multiple other aspects, such as travel, food and well-being.

We will continue to expand our product propositions and strengthen the existing core businesses while propelling the growth in the brand's imaging expertise in multiple newer areas in India.

through our distribution and partner network, aided by our service infrastructure, which covers over 90% of PIN codes in India. As

initiatives with our stakeholders. To start with, we have initiated a "Do with Full Swing" campaign where we are motivating

What does the future hold for Canon India?

India is the biggest frontier market for our business and one of the most important markets for us in Asia. We are proud to be recognized in India as a well-reputed and innovative brand, and we will continue delighting our customers with breakthrough products and solutions.

With the evolving and increasing demands of customers in both B2B and B2C segments, we will rigorously build upon new business opportunities and increase our presence through collaboration with regional partners. With hybrid working as the new normal, we will be enriching our product offerings to empower organizations to increase their productivity and manage workforces in an efficient manner.

Through our network video surveillance offerings, we aim to strengthen our position as the one-stop surveillance solution provider company across segments and industries. We will continue to expand our product propositions and strengthen the existing core businesses while propelling the growth in the brand's imaging expertise in multiple newer areas in India. ♦
https://in.canon

Canon
Delighting You Always

Sami-Sabinsa Group: Contributing to society through research, innovation and compassion

The Sami-Sabinsa Group is a global pioneer in health science and a leading producer of nutraceuticals, cosmetics, phytonutrients and specialty fine chemicals for the nutrition, pharmaceutical and food industries. Founder and Group Chairman of Sami-Sabinsa Group Dr. Muhammed Majeed spoke with Bridges.

Bridges: When you started the business, what was your vision?

The desire to support and enhance a person's quality of life and reduce patients' dependency on allopathic drugs led me to ayurveda, recognized as the oldest medicine in the world.

Majeed: When I began my career in the pharmaceutical industry, I saw many opportunities to develop a business. With my educational background, my experience in North America and my research-driven approach, I made the decision to focus on the prevention of diseases through the use of natural products. This became my mission, and the business and our reputation are founded on this evolution.

The desire to support and enhance a person's quality of life and reduce patients' dependency on allopathic drugs led me to ayurveda, recognized as the oldest medicine in the world.

across all key markets in order to be close to our clients and partners and better serve our growing customer base.

Global Business Expansion and Operations President Madhu Subramanian and our strong team deserve credit for the success of our global footprint. I remember Subramanian went to Frankfurt one morning and in the evening he called to say the company had been

successfully registered in Germany.

Success in Japan

Our talented and highly localized teams have enabled us to build an internationally minded corporate culture across our organization.

The team in Japan is led by Sajimoto-san (Hideyuki Sajimoto) alongside our Japanese associates and Japan remains a hugely important market for us. We are very proud of our achievements in Japan and of our team's ability to successfully popularize ayurvedic supplements and improve the lives of people across Japan.



Founder and Group Chairman of the Sami-Sabinsa Group, Dr. Muhammed Majeed

Looking back on your career so far, which achievements are you most proud of?

I have been very fortunate. I am one of the few people of Indian ethnicity to be awarded the Ellis Island

dous. We continue to focus on research and innovation and create products which relieve some of the problems we face as a society. We are recognized as innovators across our industry and we are driven by our philosophy: research, innovate, patent and market.

We pioneered the use of ayurveda around the world and today we are active across all key markets in order to be close to our clients and partners and better serve our growing customer base.



Hideyuki Sajimoto, Representative Director, Sabinsa Japan Corp.

I established a research initiative which focused on developing innovative products based on ingredients used in ancient traditional systems. I presented our natural products to key markets, including America and Japan.

Over the last 25 years, we have secured 357 patents and have become one of the industry's most innovative companies. Our target is 400 patents by the end of this year and this will pave the way for our continued growth. I have a firm belief that businesses within the health sector need to be founded on research and development in order to remain sustainable and serve future generations.

Our people, our patents and our products and solutions enable us to keep growing. In terms of products, our Curcumin C3 Complex is the most powerful natural anti-inflammatory on the market today. BioPerine, a natural ingredient, significantly improves bioavailability and enhances the benefits of nutritive compounds.

We recently introduced Sabroxy to the Japanese market. This neuronal health ingredient helps improve brain function and memory and will undoubtedly play an important role in helping to address the challenges Japan is facing regarding the country's aging population.

To our people, Indian businesses and our Japanese friends, remember to be caring towards your fellow citizens. Once corporations turn a profit, they should share their success with society.

In which markets is the Sami-Sabinsa Group active today and in what ways are you contributing to the global community?

Our first overseas expansion was from North America to India in 1991. India became our research and development and manufacturing base before we expanded the business to Germany, Japan, South Korea, South America, Poland, Canada, United Arab Emirates, China, Australia and South Africa.

We pioneered the use of ayurveda around the world and today we are active

What are the goals of the Dr. Majeed Foundation?

Our priorities are to deliver educational programs to children and provide quality care and support to senior citizens. In many countries, children are still in desperate need of an education while senior citizens are often abandoned by their families and need to be cared for.

We have a moral duty to support all members of society and our corporate social responsibility initiatives at the Dr. Majeed Foundation contribute to and fund support organizations around the world.



CARE MAKES A WORLD OF DIFFERENCE

Responsibility begins with us

Sami-Sabinsa Group is a responsible science-based research and manufacturing company. Over the past 34 years, Sabinsa has brought to market more than 150 innovative and standardized botanical extracts, providing alternative and complementary natural ingredients for human nutrition and well-being. The innovative botanical cultivation efforts undertaken by the organization have earned Sabinsa much deserved global recognition and established its reputation as a true environmentally conscious company. Sabinsa has always been at the forefront of sustainable development practices that respect biodiversity and the environment.

"Caring For You... Caring For A Greener World"

Dr. Muhammed Majeed (Founder & Group Chairman, Sami-Sabinsa Group)

CORPORATE SOCIAL RESPONSIBILITY:

Donator to Japan Red Cross • Donator to Fukushima tsunami relief efforts • Distributed rice bags to needy communities in India's Karnataka state • Built pediatric ward for cancer treatment at Kidwai Hospital, Karnataka, India • Contributed to PM Cares Fund to combat COVID-19 • Contributed to Karnataka State Disaster Management to combat COVID-19 • Distributed food items to poor and vulnerable communities near corporate headquarters in Hyderabad • Various types of medical support for the needy, nursing homes and women and children • Provision of education support to the poor and needy • Research contributions to natural product development.

SUSTAINABILITY:

Working with farmers around the world to support mass cultivation, microfinancing guarantees, guaranteed buy-back arrangements • Sami-Sabinsa Group ranked among the top three Indian nutraceutical companies balancing plant sustainability without impacting nature or wild forests • Encouraging sustainability in the field and supporting regenerative agriculture and biodiversity across natural product industries • Planting in Northeast India to save forests in which the state government and Sami-Sabinsa Group have cooperated in reforestation.

SAMI-SABINSA GROUP WORLDWIDE



- U.S. (New Jersey & Utah)
- Canada
- Brazil
- Germany
- Poland
- South Africa
- U.A.E.
- India
- Vietnam
- China
- South Korea
- Japan
- Australia



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