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## 50 years of friendship

A message from Shuichi Akamatsu, ambassador and consul general of Japan in Shanghai:

“On the occasion of the 50th anniversary of the normalization of diplomatic relations between Japan and China, I make much of capturing the thoughts of people living in the present age, promoting exchanges which are needed now and seeking new developments.

Throughout the long history of interaction between Japan and China, we have developed a culture of mutual empathy. This common cultural foundation is unique between Japan and China, which undoubtedly plays a positive role in deepening economic relations.

We are in an era where people in both Japan and China place higher priority on pursuing the quality of life rather than the material affluence. The quality of life would be equated with safety, security and a high standard of comfort. We should consider an exchange theme that suits our modern lifestyle. For example, I think it is appropriate to exchange ideas which create value by sharing ideas about food and drink culture, design and content.

**This year's 50th anniversary is a valuable opportunity for both countries' stakeholders to reflect and take action."**

SHUICHI AKAMATSU  
Ambassador and  
Consul General of  
Japan in Shanghai



ate to exchange ideas which create value by sharing ideas about food and drink culture, design and content.

It will also be appropriate to share knowledge from both sides and seek cooperation on issues com-

mon to Japan and China, such as taking measures against the declining birth-rate and our aging populations. Also, we can together tackle the climate change issues: In terms of the environment and energy, we

**'I hope that Japan and China will share their ideas and strengths and encourage exchanges which together will lead to a further constructive relationship for future generations.'**

would be able to cooperate on the establishment of a hydrogen-based society.

Furthermore, it is important to create an environment in which the younger generations of both countries increase their interest and deepen their understanding of one another to create new exchanges. We should also further promote exchanges between regions of Japan and China, because such region-level exchanges are an important foundation for strengthening ordinary people's friendly ties.

This year's 50th anniversary is a valuable opportunity for both countries' stakeholders to reflect and take action. I am planning to develop Japan's ties with the Eastern China region: Shanghai, Jiangsu, Zhejiang, Anhui and Jiangxi. I believe Eastern China is one of the most important regions in China which can enhance mutual understanding and cooperation between the two countries.

Despite the COVID-19 pandemic, I hope that Japan and China will share their ideas and strengths and encourage exchanges which together will lead to a further constructive relationship for future generations. ♦

www.cn.emb-japan.go.jp

## Yokogawa China: Bridging China and Japan

**We are proud of Yokogawa's reputation in China and look forward to continuing our role as a bridge between Japan and China."**

KAZUHIKO TAKEOKA  
CEO for ASEAN Pacific,  
China and Korea  
President and CEO  
Yokogawa China



“Clients have high expectations of Yokogawa and we are proud to play an important role within China,” said Kazuhiko Takeoka, Yokogawa's chief executive for ASEAN (Association of South-east Asian Nations), Pacific, China and Korea, and president and CEO of Yokogawa China Co.

Established in Japan in 1915, Yokogawa is one of the world's leading industrial automation companies delivering measurement, control and information solutions. Since 1957, Yokogawa China has delivered solutions to customers across China's industrial sector.

Today, China's scientific and technological revolution is driving its industrial transformation. Within the country's infrastructure projects, hydrogen energy initiatives and intelligent manufacturing developments, Yokogawa is committed to growing its business in China.

**'Yokogawa China offers customers strong consultancy and technical capabilities while supporting innovations in the automation and "intelligent" industries.'**

The company invests in environmental, social and governance initiatives in line with United Nations sustainable development goals.

Green initiatives, digital transformation and energy, pollution and carbon reduction have become key drivers in today's industrial sectors. Yokogawa China offers cus-

tomers strong consultancy and technical capabilities while supporting innovations in the automation and “intelligent” industries.

“We believe the transition from industrial automation to industrial autonomy (IA2IA) is already underway,” Takeoka said.

“Yokogawa's industrial automation and control business brand OpreX delivers products, services and solutions to customers to digitalize and transform their business and drive growth.”

While Japan and China rely on one another across industrial supply chains, Yokogawa

China is also delivering solutions to customers across the Asia-Pacific region.

“We support clients through our strong ASEAN network and focus on creating a collaborative and customer-centric approach,” Takeoka said.

“In China, technology moves quickly and while new innovations are introduced every day, the respect people have for one another and their traditional customs is very important within Chinese society. This balance between old and new is contributing to the country's continued economic development,” he noted.

“The pandemic has increased the adoption of digital solutions and through our applied technologies and digital solutions we have been able to educate, prepare and support our employees and customers. We are proud of Yokogawa's reputation in China and look forward to continuing our role as a bridge between Japan and China.” ♦

www.yokogawa.com/cn

**YOKOGAWA** ♦  
Co-innovating tomorrow™

## EY China: Transformation and cooperation

“The global business landscape is changing and companies are responding to the shifts we are seeing,” explained Shinichi Takahashi, partner, Japan Business Services at Ernst & Young Hua Ming LLP.

Japanese companies in China that are active in manufacturing, technology, new energy and e-commerce are transforming their operations, processes and digital solutions with the help of “EY China” (the EY member firms in the China region).

EY China has over 30 offices and over 200 Japanese-speaking professionals to support Japanese companies in China.

EY China's Japan Business Services supports compliance (accounting, tax, import/export, digital securities), mergers and acquisitions (joint ventures, restructuring) and growth strategies (market entry and location analysis, local government incentive assessment and DX, or digital, solutions).

“The relationship between China and Japan is becoming more mature and interdependent,” Takahashi said.

“China has a growing

**EY's role is to help clients understand challenges, plan strategies and bring ideas to the implementation stage."**

SHINICHI TAKAHASHI  
Partner  
Japan Business Services  
Ernst & Young Hua Ming LLP



market and strong capital reserves while Japan's world-class technology is driving industries such as semiconductors, automotive and medical equipment. Japanese companies are hiring highly educated, capable students with international experience and language skills.”

Japanese companies are becoming more agile in terms of new developments, technologies and products to compete with local Chinese competitors.

“Cross-border mergers

and acquisitions are increasing and Chinese companies acquire Japanese companies with advanced technologies,” Takahashi explained.

“Trade today covers products and intellectual property and Japanese companies are establishing research and development centers in China and contributing to the acceleration of China's development.”

Environmental, social and governance initiatives are also creating growth opportunities. EY China is working

with the Shanghai government to support the Shanghai International Carbon Neutrality Expo as well as digital strategies to help companies optimize operations.

“Working in China is exciting and people are energetic and enthusiastic,” Takahashi said.

“EY's role is to help clients understand challenges, plan strategies and bring ideas to the implementation stage. We are connected with EY clients and Wavespace, an initiative of EY teams to bring people together to brainstorm challenges and share ideas and solutions.”

“We are proud of EY China connections and cooperation with local governments and as EY continue to build (its) network, we will act as EY clients' eyes and ears and lead them to the right decision.” ♦

www.ey.com



## NTT: Supporting clients on their digital journey

As part of the NTT Group, Japan's largest telecommunications company, NTT Communications China was established in 2004.

Headquartered in Shanghai, the company has 12 offices — from Beijing in the north to Guangzhou in the south — and serves customers in over 100 cities in China.

The company delivers high-quality information and communication technology infrastructure services, including networks, data centers and clouds, and supports corporate digital transformation through big data, artificial intelligence, Internet of Things and managed services.

“Our group company is officially licensed by the Chinese government to provide data centers, cloud services and ‘SaaS’ (software as a service) and is a leader among the foreign-affiliated companies in China's ICT industry,” said Jianming Zhang, CEO of NTT Communications China.

Customer support is key and the company established its Customer Service Center

**We will continue to work closely with our partners in China and develop new services and solutions and ensure business continuity."**

JIANMING ZHANG  
CEO  
NTT Communications  
China



in Dalian in 2006. In addition to delivering ICT construction, maintenance and operation solutions, NTT Communications China has established strong partnerships with China Telecom and Net 263.

“Our knowledge-based solutions are backed by 18 years of doing business in China,” Zhang said.

“In mainland China, Hong

Kong, Taiwan and South Korea, our network allows us to support clients and deliver suitable security measures to NTT customers across the region.”

Many Japanese companies have already made inroads into the Chinese market and utilize Chinese-made products and services to facilitate their data distribution across the country.

Factories have become paperless, smart glasses are used to inspect facilities remotely and corporate digital transformation has become a priority.

“Our ‘Borderless Meeting Assist’ service supports real-time multilingual meetings using AI (artificial intelligence) translation technology,” Zhang explained.

“Cyberattacks are becoming increasingly sophisticated. Our new managed security service is designed to prevent or minimize the impact of such attacks. Secure Remote Access provides customers with secure access to their internal ICT systems, anywhere, anytime. We will continue to work closely with our partners in China and develop new services and solutions and ensure business continuity.” ♦

www.ntt.com.cn/en/



## TMI Associates: Ahead of the curve

In our more borderless world, businesses need a trusted partner, both at home and abroad.

Established in 1990 in Japan, TMI Associates has developed a team of experienced attorneys, patent attorneys, paralegals and other staff to offer comprehensive professional services to domestic and international clients.

The firm's global footprint includes Vietnam, Singapore, Myanmar, Cambodia and Thailand, as well as Silicon Valley and London. In China, TMI Associates' Shanghai Office is committed to the China-Japan relationship and is continuing to bring together Japanese and Chinese businesses.

“We are ahead of the curve,” said Motohiro Yamane, partner and chief representative, TMI Associates Shanghai Office.

“We consider ourselves to be different from other large

**We consider ourselves to be different from other large Japanese firms as our China Practice Team has been led by Chinese partners."**

MOTOHIRO YAMANE  
Partner and  
Chief Representative  
TMI Associates  
Shanghai Office



Japanese firms as our China Practice Team has been led by Chinese partners. We are pioneers in Shanghai with over 20 years of local experience and as such, we have been appointed to lead the foreign attorneys community integrated into the Shanghai Bar Association.”

Today, TMI Associates is in a unique position to

deliver tailor-made solutions to suit Japanese and Chinese clients. Through local insights and resources, the firm is proud of its role as a facilitator and contributor to the Japan-China business relationship.

As the dynamic Chinese market continues to create opportunities, Japanese companies that establish

down-to-earth relationships with their Chinese counterparts are achieving success.

“Until the 2000s, the Japanese economy had been stronger than China, however, there has been a shift in the power balance and many aspects of the economic relationship have changed dramatically,” Yamane said.

“We are specialists in bridging different cultures and jurisdictions. In Shanghai, our diverse, integrated team is part of a well-established global network and we will continue to act as a legal navigator to our clients in China and around the world.” ♦

www.tmi-gr.jp



**Bridges: How well known is the Hirose brand in China today?**

**Kimura:** We have achieved strong growth in automotive, industrial equipment and consumer equipment, including smartphones. In line with the drastic changes which have taken place in the market, we have strengthened the local capabilities of our sales offices and factories across China.

The need to continually adapt is a key theme for us and we are strengthening our manufacturing capabilities in China, including productivity, quality and cost. We are also increasing the support we provide to our sales and marketing teams across the country.

**How has Hirose Electric (China) adjusted to adapt to the pandemic?**

COVID-19 made it challenging for businesses to have direct contact with custom-

**We will continue to provide value-driven solutions to our customers by increasing our productivity and strengthening our capabilities."**

TAKAO KIMURA  
COO  
Hirose Electric (China)



ers. In these “new normal” circumstances, we believe it is more important than ever to increase our contacts with customers.

Our development capabilities are the lifeblood of our company. This aspect of our business remains strong and allows us to concentrate on delivering valuable proposals to our customers.

We will continue to provide value-driven solutions to our customers by increasing our productivity and strengthening our capabilities. Investing

in digital tools and engaging with online marketing initiatives has also enhanced our internal and external communication capabilities.

**How do you see the Japan-China relationship developing?**

This year marks the 50th anniversary since the normalization of diplomatic relations between China and Japan. Over 20 years ago, when Hirose Electric began full-scale business developments in China, the country's rapid

economic growth coincided with the expansion of our business.

Today, China is experiencing stable economic growth and it is important for us to enhance our local technical developments and manufacturing skills to build win-win relationships with our customers in China.

**What are your future plans for the company?**

China plays an important role in Hirose Electric's global operations. We are committed to the Chinese market and we are investing in research and development here.

Enhancing our technological and manufacturing capabilities in China is vital to our success. For example, we are developing a quick-response system to better manage requests from customers across China. We will continue to put the customer first and aim to be a company which is well-respected by all our customers. ♦

www.hirose.com

