

SHANGHAI

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Impact Asia: Japan and China relations

In 1972, the Joint Communiqué of the Government of Japan and the Government of the People's Republic of China was signed in Beijing.

By establishing diplomatic relations, this milestone underlines the strong economic ties that continue to flourish.

China and Japan's joint ventures, technology-sharing and collaborative research projects have contributed to regional economic growth.

2023 marks 50 years of partnership between Japan and the Association of Southeast Asian Nations and its contribution to the region.

These important diplomatic and business relations exemplify how bridging differences can achieve shared prosperity.

Japan and China's relationship serves as inspiration for international relations and economic partnerships through strong business ties, a shared commitment to the region and economic growth. ♦

Cosel: Powering innovation in China

An industry leader in high-quality AC-DC power supplies, DC-DC converters, power modules and electromagnetic interference filters, Cosel is committed to the Chinese market.

"We saw the potential of the Chinese market when first establishing the company and I personally continue to be impressed by China," said Yoshio Anda, CEO of Cosel Asia Ltd., in Hong Kong.

Integrated circuits, field effect transistors, diodes and industrial and consumer electronic equipment use a range of components and semiconductors and a steady DC power supply is vital.

Today, Cosel's compact, lightweight and highly efficient switching power supplies are used in almost all electronic devices, including information communications, medical and factory automation devices.

"As a global industry leader



Cosel Asia Ltd. CEO Yoshio Anda

over the last 50 years, our Japanese-quality products and solutions are recognized across key industries, and by localizing production in China, we have been able to work more closely with our partners and clients," Anda said.

"We appreciate the way in which business is done in China. Decisions are made

quickly and we are able to operate as a 100%-owned sales subsidiary of Cosel Co. in Japan. Cosel Asia Ltd. in Hong Kong was established in 1998 to strengthen the company's marketing and customer service capabilities. In mainland China the company's network includes Shanghai and Wuxi," Anda added.

Cosel (Shanghai) Electronics Co. offers numerous tailor-made power solutions to enable customers across China to take their equipment's reliability to the next level.

In Wuxi, a city near Shanghai in Jiangsu province, Wuxi Cosel Electronics Co. has invested in advanced production equipment to deliver highly reliable power supplies to reputable customers across China.

Chinese automotive companies such as BYD (Build Your Dreams) are contributing to the growth of China's electric vehicle market — an

industry in which Cosel intends to play a greater role. The medical equipment sector is also an area in which Cosel is seeing tremendous growth.

"We are actively supporting our existing and new customers across China while developing our global customer base," Anda said.

"In China, Cosel has become a strong brand and we are committed to delivering high-quality products and services. We are engaged in the development of new technologies to build high levels of reliability into our future products. Our strategy moving forward is to implement digital transformation and provide all of our customers and partners in China and around the world with Cosel's data-driven solutions." ♦

www.coselasia.com

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COSEL

Yokogawa China: 'Co-innovating' tomorrow

Established in Japan in 1915, Yokogawa has become an outstanding player in industrial automation. Within the company's 10 regional headquarters, Yokogawa China Co. works closely with customers across the country's dynamic industrial sector, "co-innovating" with them to deliver solutions in the areas of measurement, control and information across a broad range of industries including energy, chemicals, materials, pharmaceuticals and food.

"Our success is founded on strong customer support and we would like to take this opportunity to express our heartfelt gratitude," said Kazuhiko Takeoka, Yokogawa's vice president and regional chief executive for ASEAN (Association of Southeast Asian Nations), Pacific, China and Korea, and president and CEO of Yokogawa China Co.

"We contribute to a more sustainable society. Our corporate values are based on accelerating digital transformation technologies in collaboration with our sustainable development goals and environmental, social and corporate governance initiatives," Takeoka said.

Cross-border cooperation drives success and while specific markets need to be approached individually, environmental and social risks, material-supply chains and business management are intrinsically connected today. Yokogawa's global customer relationships have been cultivated over many years. By working in partnership with customers, Yokogawa creates value and delivers global solutions.

In line with stable, secure and safe operations for customers, interest in autonomous operations increases. To improve customers' business profitability, operational efficiency and



Kazuhiko Takeoka, Yokogawa's Vice President and Regional Chief Executive for ASEAN, Pacific, China and Korea, and President and CEO of Yokogawa China Co.

contribute to a more sustainable society, the company is driving the transition from industrial automation to industrial autonomy.

The Smart Industry Readiness Index is one of the world's leading independent digital maturity assessment tools for manufacturers. It boosts "Industry 4.0" adoption to drive transformation of global manufacturing. As of April, 221 people have been named Certified Smart Industry Readiness Index Assessors. Of those, 57 are Yokogawa employees and 11 are employed by Yokogawa China.

"Promoting co-innovation with customers allows us to share industry knowledge and best practices and create customer value," Takeoka said.

"This customer-centric approach is a co-innovation journey that integrates customer-domain knowledge with our problem-solving capabilities."

Yokogawa's sustainability targets focus on net-zero emissions, the circular economy and well-being. To provide optimized solutions for customers, Yokogawa is carrying out busi-

ness in three industry segments: energy and sustainability, materials and life.

To support these businesses, Yokogawa has established a full suite of services including manufacturing operations management, enterprise resource planning, distributed energy resource management systems, environmental monitoring, asset health, carbon management, energy monitoring and cloud solutions.

In-Space China, the company's physical and virtual digital exhibition hall, looks back on Yokogawa's history while showcasing its new technologies and solutions.

Yokogawa's work with China's central, provincial and municipal governments and academia has increased, and the China Public Relations Room was established last year to facilitate speeches, exhibitions, partner-matching services and technical exchanges with government organizations.

Yokogawa China is also expanding its development force and implementing its transnational or "global-local-local strategy." This accelerates market development through collaboration and shared knowledge of development solutions across key hubs.

"China is at the heart of the global economy and it is essential to connect demand-to-supply in end-to-end supply chains," Takeoka said.

"Through Yokogawa's partnerships and collaborations with the Chinese government and improved connectivity, we are confident a more optimal supply chain can be realized." ♦

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YOKOGAWA ♦
Co-innovating tomorrow™

Hirose Electric (China): Staying in close contact with customers

Founded in 1937, Japanese company Hirose Manufacturing changed its name to Hirose Electric 60 years ago this year. Today, Hirose Electric specializes in the manufacturing of electric connectors.

From development to delivery, Hirose Electric (China) has become an innovative supplier of interconnects to China and is sharpening its antennae to meet demand.

"Hirose Electric is recognized across China as a professional manufacturer of the world's leading high-performance connectors," said Takao Kimura, CEO of Hirose Electric (China).

"We manufacture various



Takao Kimura, CEO of Hirose Electric (China)

kinds of connectors for key markets, including the medical equipment, smartphone, automotive, industrial controls and robotics sectors.

"Although the pandemic has come to an end, market conditions remain challenging this year. Business confidence in China has decreased, problems in Russia continue and, based on the current situation, it will take time for markets to recover. In the meantime, we will continue to strengthen the capabilities of our local China sales offices. We are also addressing productivity, quality and cost issues and strengthening our manufacturing capabilities in China."

Value-driven solutions

Hirose's development capabilities are the lifeblood of the company. With this aspect of the business remaining strong, the company is able to concentrate on delivering valuable proposals to customers.

"As a company we provide value by proposing new concept connectors that meet customer requirements from the early stage," Kimura said.

"We continue to provide value-driven solutions to our customers by investing in digital tools and by doing so, we are able to better engage with the market. Hirose is playing an important role in the company's global operations, and investments

in research and development in China will create growth."

In China, the company is developing a quick-response system to better manage requests from customers and is focusing on technologies such as e-commerce to develop the business.

"We will continue to prioritize our clients and partners and by staying in close contact with our customers — we will deliver complete customer satisfaction," Kimura added. ♦

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