

From Japan, China’s logistics partner of choice

Since 1995, Nippon Express (China) has been serving all kinds of clients across the country and earned a reputation as one of the leading logistics providers.

The company today has logistics centers, sales and branch offices in over 100 locations across mainland China. With more than 1,500 employees, it is one of the largest companies under the Nippon Express Group outside of Japan, and it continues to grow its business in China.

“We are experiencing tremendous growth in the domestic market,” said Sumitoshi Matsuo, Nippon Express (China)’s managing director. “In the past, China-based companies would import parts and materials, manufacture products and export finished goods. Today, finished products are mainly sold and transported across China — this is where we are playing a role.”

Currently, 60 percent of revenues in China for Nippon Express come from air-freight, and 40 percent are accounted for by ocean and domestic business.



Sumitoshi Matsuo, Managing Director of Nippon Express (China)

“We focus on delivering high-quality solutions to domestic customers,” he said. “The automotive industry continues to show signs of growth, and the information technology and e-commerce sectors are booming. Our customer bases in these sectors are growing and more clients are relying on us for logistics support across the country and beyond.”

With the Chinese government’s “Go Global” campaign promoting the internationalization of Chinese companies, Nippon Express (China) — along with the Nippon Express Group’s international network — is supporting the drive.

Beijing’s “One Belt, One Road” initiative, a planned route connecting China to Europe, is another opportunity for the company. Fourteen countries border China, and the initiative is expected to stimulate economic growth in China, its neighbors and the rest of the world.

Matsuo concluded: “Our Chinese customers have internationally minded management teams who understand the importance of establishing high-quality partnerships. As China reaches out to the world, we intend to be the country’s logistics partner of choice.”

www.nipponexpress.com

Investing in people, products and solutions

An advanced materials company, Toray Industries (China) is aiming to become the leading company in the sector. The regional company for China under Japan’s Toray Group, Toray Industries (China) first established an office in 1985 in Beijing. It has since grown to encompass 37 locations employing over 8,000 people across the country.

As a global leader in the integrated chemistry and advanced materials markets, Toray’s core technologies are based on polymer chemistry, organic synthetic chemistry and biotech. Innovations throughout these fields allow Toray to develop products used in a variety of business segments, including fiber and textile, IT, environment and engineering, plastics and chemicals, composites and life sciences.

“Materials have the power to fundamentally change society and we believe this is the case here in China,” said Kazuhiko Shuto, Toray’s chief representative in China. “We see huge potential



From a Japanese perspective, you must be doing business in China in order to achieve international growth.”

— KAZUHIKO SHUTO
Chief Representative for Toray Industries (China)

in this market. Only 10 years ago, China was a production base, but its market is completely different now. Our

business in China includes a strong focus on domestic sales and we have grown and expanded significantly

in the last 10 years to meet our customers’ changing demands.”

Fibers, textiles, plastic and chemicals are Toray’s leading business segments in China. Its current customer base is comprised mostly of Chinese companies, but more foreign customers doing business in China are also reaching out to Toray Industries (China) for high-quality products and solutions.

“Although we do supply some commodity products to meet our customer’s needs, we do not sell mass-produced products,” said Shuto. “Instead, we supply high-quality and value-added products to our customers and we will grow in step with the burgeoning Chinese economy. From a Japanese perspective, you must be doing business in China in order to achieve international growth. At Toray Industries (China), we saw the potential of doing business in China early on and we will continue to invest in our people, products and solutions.”

www.toray.cn

Partnerships for the development of China’s insurance sector

Under the MS&AD Insurance Group, Mitsui Sumitomo Insurance China (MSIC) was incorporated in September 2007. Celebrating its 10th anniversary in China this year, MSIC is the number one Japanese non-life insurance company in the country in terms of gross premiums.

“As a leading Japanese general insurance company in China, we have been able to respond to the changes that have taken place across Chinese society, and we continue to focus on delivering security and safety to our customers,” said Yukitaka Ito, chairman and president of MSIC.

The company supports Japanese customers in China, and increasingly services multinational companies through the group’s global network. In 2004, the company established a strategic partnership with CPIC, one of the three major insurance companies in China.

“CPIC has become, and continues to be, a reliable and indispensable partner for us,” said Ito. “In 2010, we established InterRisk Shanghai to provide comprehensive and professional risk management services



John Zheng, Executive Director and Vice President; Yukitaka Ito, Chairman and President; Shigetaka Iwano, Executive Director and Vice President; Ryogo Masuda, Corporate Planning Department General Manager

to customers in close cooperation with CPIC.”

Economically, China is maintaining 6 percent growth. Its automotive sector alone provides the insurance industry with approximately 10 percent growth per year. MSIC is continuing to successfully expand its scale in China, and has been granted Standard and Poor’s “A” rating for nine consecutive years.

Looking forward, the government of China is focused on economic stabil-

ity. During this “new normal” period, its economy is expected to grow moderately.

“The next few years will benefit the insurance industry,” said Ito. “We expect many business opportunities to present themselves through the strengthening of Japan-China cooperation, innovation in the internet of things, the growth of environmental protection technology and the Chinese government’s ‘China Manufacture 2025’

initiative.”

“Importantly, the continued development of the already diligent and confident young Chinese population will benefit China,” he concluded. “Our rich experience and professional skills will enable us to continue providing customers — young and old — with the most suitable insurance products, timely claims solutions and professional risk management services.”

www.ms-ins.com.cn

Innovation and technology drive success in China

“In line with our company philosophy, we are a strong technology-oriented company,” said Hideo Shiwa, Fujikura China’s chief representative officer. “This is the motto that drives our innovative approach and keeps us ahead of the competition in the Chinese market.”

Fujikura manufactures electrical components used in a wide variety of industrial applications, and it has grown its presence in China since 1994. While Shiwa has only been at the helm of Fujikura China for little over a year, he is confident the company is well positioned to grasp the increasing number of business opportunities he sees within the Chinese market.

“We expect our business in China to increase significantly through our strong customer base in the automotive sector and through our optical fiber product



Hideo Shiwa, CEO of Fujikura China

lines,” said Shiwa.

As more members of China’s middle class aspire to purchase their own cars, companies such as Fujikura

are actively supporting the country’s larger automobile manufacturers.

Fujikura China manufactures wire harnesses that

transmit power and signals to electric equipment in vehicles, a product in high demand by the major domestic and foreign automotive manufactures in China.

“In addition to our main business lines, we see opportunities in the electric car market,” added Shiwa. “The Chinese government is pushing industry regulations aimed to support the growth of this market and we are thrilled to be playing a role in helping China reduce its carbon emissions.”

“There is no place quite like China to do business,” he concluded. “While the country has a strong manufacturing base, it is also a great sales market. Our ability to support manufacturers and innovative product-driven companies will drive our success in China.”

www.fujikura.com.cn

Japan Perspective: Insight on Japanese investment in China from its corporate leaders

“We are growing at a steady rate in China and are looking forward to continuing on this path. The business-to-business relationship between Chinese and Japanese is very positive.”

— TAKESHI NISHIKAWA
Chairman and CEO of Kajima Corp. (China)

“People in China are hungry for a better life and Kyocera is proud to offer opportunities that help people achieve their goals while offering our advanced components and products.”

— YUJI GOTO
Executive Officer of Kyocera Corporation
President and Director of Kyocera (China) Sales & Trading Corp.

“Shimadzu’s future in China will be based on innovation and investment in the country. China’s stable economy will provide a tailwind as we continue to grow our business here.”

— KOJI FURUSAWA
Chief Representative Officer of Shimadzu Corp. (China)

“We are confident that the Chinese economy will continue to provide Japanese companies with opportunities across a range of growth sectors. Marubeni is committed to the Chinese market and we will continue to strengthen our ability to better serve our clients across the country and further develop our business.”

— KEIZO TORII
Managing Executive Officer of Marubeni China

Mizuho Bank’s growing role in China’s financial sector

Mizuho Bank started supporting the development of China’s banking sector in 1979, years before it entered the market there. It held finance seminars that exposed participants — including Chinese government officials and managers of state-owned enterprises — to the nuances of international trade and finance.

Its first branch office opened in Shenzhen in 1987 and today Mizuho Bank (China) has 1,600 employees in 16 offices and over \$150 million in assets.

“We are proud of our history here in China,” said Toyoki Oka, vice president and chairman of Mizuho Bank (China). “In addition to being the first Japanese bank to establish a branch office in China, we were one of the first foreign banks to obtain a license to facilitate renminbi (RMB) transactions, and also one of the first to be approved as a direct

exchange market maker for RMB to yen.”

Mizuho Bank (China) focuses on corporate client deposits, loans and foreign exchange, as well as advisory and global transaction services.

“Our strategic partnerships and collaborations with the Chinese government and local corporations have enabled us to succeed in China,” said Oka. “2016 was our most successful year to date. Despite China’s slowing economy, we aim to grow in 2017.”

While China’s rapidly growing automotive, consumer products, e-commerce and retail sectors have been a focus for his bank, Oka also sees potential in other key industries of the future such as environmental protection, health care and industrial robotics.

“We actively support the Chinese government and Chinese companies through our bank’s

Our strategic partnerships and collaborations with the Chinese government and local corporations have enabled us to succeed in China.”

— TOYOKI OKA
Vice President and Chairman
Mizuho Bank (China)



overseas network in more than 100 countries,” Oka added. “We also have China desks in our

branches in important financial centers such as London that work closely with our offices across



Innovation by Chemistry



NIPPON EXPRESS (CHINA) CO., LTD.



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