

Nippon Tanshi to Focus on Automotive Sector

In an increasingly challenging environment, the shift to electric vehicles (EVs) and hybrid vehicles offers a significant opportunity for the internationally-recognized firm, which specializes in the production of high-voltage terminals and prides itself on quality and reliability.

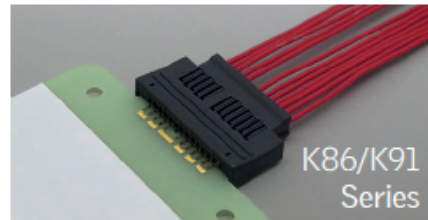


"We take pride and pleasure in manufacturing our products and have worked hard to earn the trust of our customers."

Jiro Kono, President,
Nippon Tanshi Co., Ltd.

A connector manufacturer first established in 1960, Nippon Tanshi's products are used in a variety of industries, including home appliances, office automation equipment, automobiles and communication devices.

Though he describes the shortage of human resources as a "major management challenge", company president Jiro Kono is optimistic about the future.



"The automotive market is currently undergoing a once-in-a-century transformation," he says. "And we will continue to focus our attention there. At the same time, we're also planning our business portfolio for other markets such as the consumer electronics market, which includes sanitary products like warm-water bidets or major home appliances like washing machines."

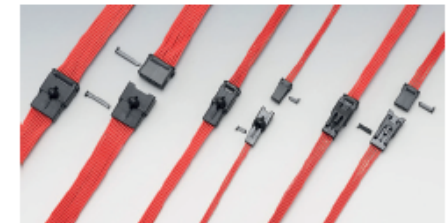
Regarding the automotive market, key products include the

"@SeesawEdge", also known as K86 or K91, a card-edge connector that moves like a seesaw to make two points of contact with the board; and the K87 series, a product based on the concept of integrating connectors, which eliminates the need for wire-to-wire connectors, thereby significantly reducing costs.



The acquisition of new premises located on the former site of a brewery, meanwhile, will afford the company greater space to produce large high-voltage components for EVs, as well as the opportunity to "make a positive contribution to the local environment and community".

With existing offices in Chicago, Bangkok and China, Mr. Kono is also seeking to expand into high-population, rapid-growth markets and cites India as a potential target.



K89 Series

Closer to home, his ambitions are more modest. "Our ultimate goal," he states, "is to continue to build even stronger relationships with our stakeholders, including local residents, students and those who are committed to sustainable management."



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