

High-quality pumping solutions from Heishin

PC pumps are well established as a key tool in many Japanese sectors, from the food and electrical industries to environmental fields such as water and sewerage. Heishin, one of Japan's valued Chuken Kigyo, produces the pumps that make these sectors tick.



"Moving forward, the spike in PC pump demand will be a great opportunity for us to continue our business and extend our business frontier"

Sumio Ono, President, Heishin

In our global economy, most of the biggest and well-known industries and businesses are supported by much smaller ones, which are mainly hidden from the public eye. Whilst these small and medium-sized enterprises are less recognized, without them – and the technologies, products and services they deliver – their larger partners would not be able to operate and do what they do best.

In Japan, these small yet vital cogs in the wheels of the economy are referred to as Chuken Kigyo, and they play an enormously important role in the country's manufacturing sector. One company that symbolizes this dynamic is Heishin – a manufacturer of progressive cavity (PC) pumps.

Whilst long associated with use by the crude oil industry, PC pumps are in fact well established as a key tool in many other sectors too, from the food and electrical industries to environmental fields such as water and sewerage.

"Our main competitors are in America, Germany and India, and they sell their pumps to these oil companies," explains Sumio Ono, President of Heishin. "In our business, success comes from our ability to adapt to each country's demands and regulations. As there are so few oil companies in Japan, we've had to find new applications and sectors where our pumps can be utilized. This requires a great deal of creativity, innovation and observation."

Though selling PC pumps to the Japanese market was initially a challenge for this reason, Mr. Ono affirms that it is Heishin's creative capability that has allowed the company to prosper. And with the global PC pump market expected to grow by 6.3% year-on-year to reach a value of \$4 billion by 2023, Heishin finds itself on a firm footing moving forward.



Heishin PC Pump NHL-F Sanitary basic model.

"The spike in PC pump demand will be a great opportunity for us to continue our business and extend our business frontier," says Mr. Ono. "While Heishin has specialized in PC pumps since the outset, there were also several large companies who developed and commercialized the product in Japan before us. However, they rather focused on their in-house

uses and had little resources to allocate in marketing or further developing its usage.

"We, on the other hand, have concentrated our efforts on product development to meet customers' needs and taken advantage of the flexibility and engineering expertise gained from our daily activities and close relationship with our customers."

It is this history of trailblazing that continues to stand Heishin in good stead to this day. Founded in 1968 by Mr. Ono's father, it was during this time that anti-pollution laws were beginning to appear both in Japan and internationally. Under these new regulations, shipbuilders and shipping companies had needs to remove oil sludge or dispose of sewage in a proper way in order to comply with the newly introduced regulations. Mr. Ono Senior quickly seized the opportunity.

Today, Heishin offers a diversified product line-up capable of meeting a variety of industrial needs, with pumps utilized in the food, cosmetic, automotive, chemical and electrical machinery sectors.

"Our objective is to continuously adapt our pumps to meet the needs of customers across all sectors. We are constantly analyzing different industries and always researching new opportunities," says Mr. Ono.

HEISHIN
<http://www.heishin.jp/en>

"Likewise, we have been particularly focusing our efforts on the development of a dispenser for the last decade. The standard structure of the Heishin Dispenser is the same as Heishin PC Pumps, and features a progressive cavity pump that uses rotary positive displacement. They can perform high accuracy dispensing by working on the principles of progressing cavity pumps."

With this new innovation, Heishin's dispensers can now improve the timeframe required during the application of adhesives and grease to electronic parts, again providing a vital function to its partners in the electronics manufacturing industry. As an example, Heishin recently sold 200 of these dispensers to one of the world's most famous electronics brands.

Another of Heishin's new innovations is a solution for the telecoms manufacturing industry – the nanopump/dispenser which will allow for less loss of liquid precious materials during the production process, resulting in a decrease in the weight of the phone and a reduction in costs.

"Our main competitive advantage is our know-how and engineering support," Mr. Ono adds. "On top of selling our products, Heishin provides consultation services as well. I seek to improve the capabilities of our pumps every day. My aim is to ensure that Heishin never sells a 'commodity,' but rather, a 'high-value-added value product.'"



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Japan's global infrastructure drive gathers pace

As Japan looks to strengthen its presence on global markets, particularly in Southeast Asia, it has focused on selling itself as a developer of high-quality projects and alternative to Chinese investments.



**\$367
billion**

Value of all Japanese projects in the Asian region (June, 2019)

**\$1.7
trillion**

Yearly sum Asia needs to invest in infrastructure until 2030

4.6%

Elevator market projected growth rate to 2025

**\$135.5
billion**

Projected value of the global market for elevators by 2026

"We answer to customers' needs with a quick response based on user safety, quality after-sales service, and the pursuit of innovative technology"

Takao Suzuki, President, SEC

Japan's shrinking domestic market has forced the nation's construction companies to turn their attention to opportunities abroad. And fortunately for these firms, while their own domestic activities have waned, investment opportunities have expanded rapidly in Japan's own backyard.

As one of the world's fastest growing regions, Southeast Asia has developed an almost insatiable demand for infrastructure and construction projects to fuel its economic aspirations. The Asian Development Bank has estimated that Asia needs some \$22.6 trillion worth of infrastructure investment between 2016 and 2030 – 24% of which will be required in Southeast Asia.

Like in many other industries, Japan's construction firms face stiff competition from China when bidding for infrastructure projects. But so far, in the Southeast Asian region, it is a battle that Japan has been winning. As of June 2019, Japanese projects in the region had a total value of \$367 billion, compared to China's \$255 billion. A large part of Japan's success can be attributed to its focus on selling itself as a developer of high-quality infrastructure projects. And this focus on quality, efficiency and reliability has stood Japanese construction firms in good stead, as well as those supplying materials, machinery and other equipment, such as Hitachi Construction Machinery.

"In countries such as Indonesia, India or Thailand, they really want to have efficient investments. They aim to increase the efficiency of their infrastructure, which represents a big business opportunity," says Hitachi CEO, Kotaro Hirano.

But Southeast Asia is not the only region representing opportunities for Japan. In India, Japanese firms are actively involved in a number of projects, including high-speed rail lines, subways, energy, sanitation and smart cities. In February, the U.S. and Japan signed an agreement to jointly encourage more private investment in energy and infrastructure projects. This followed a similar infrastructure cooperation pact signed between the EU and Japan in September, 2019.

Like Hitachi Construction Machinery, SEC – a leading manufacturer of elevators, escalators and related components – sees ample opportunities arising from such initiatives to expand Japanese construction and infrastructure projects worldwide. With 50 years of experience on the Japanese domestic market, where it has built a solid reputation for high quality and innovation, SEC now has set its sights on pursuing global growth. The Tokyo-based company has already entered the Southeast Asian market through its Philippines subsidiary and has prioritized collaboration with foreign counterparts to further penetrate Southeast Asia and beyond.

"We have been receiving requests to provide services in various countries. We are currently doing business in several countries with companies that are interested in our services and asked us for help," says CEO, Takao Suzuki. "We would like to

partner with companies under the condition that they can contribute to the international community."

To play a larger role in international markets, SEC is leveraging on its innovation and research capabilities to develop new products, such as its new thermal energy system utilizing an innovative incinerator that provides the triple advantage of burning all kinds of combustible waste, including plastic.

"We have succeeded in reducing running costs by eliminating the need for gas, kerosene, and gasoline, which is the privilege of using this waste as fuel," says Mr. Suzuki.

"We believe that this incinerator (boiler) is a product that will contribute to the world by processing vinyl, plastic bottles, and plastic sheets worldwide, or by processing food waste, wood, and any combustible waste."

Such innovative products fall very much in line with Mr. Suzuki's dream: "My dream is not only to make SEC a world-famous brand, but also to continue to develop quality and safety in pursuit of becoming a company that is appreciated by people around the world."

SEC
www.secev.co.jp

SEC: Safety, Excellence, Care
Japan's leading elevator manufacturer

Anritsu Corp: The Success of Change

A global pioneer for producing the world's first wireless telephone network, Anritsu Corporation – a leading Japanese multinational in the telecommunications electronics equipment market – has a long and enviable record for innovation that has helped change the way the world communicates.

"As a company that boasts a long and rich history, spanning over 125 years, our success has been built around our outstanding ability to adapt and master current trends by continually adopting the cutting-edge technologies required by society," explains Hirokazu Hamada, President of Anritsu.

To understand how the company evolved, we must take a trip down the (long) memory lane of Anritsu Corp. and observe how this Japanese firm revolutionized the information and communication field. A century ago, Anritsu started by participating in the production of TYK wireless telephones, the world's first wireless telephone

practically used. In line with the changing times, the company became an essential manufacturer in the production of radios, fixed-telephones and public payphones.

It is therefore no surprise to find that today, Anritsu Corp. is at the forefront of Industry 4.0. Thanks to its flagship measuring instruments, the firm provides products and services indispensable to the development, manufacture and maintenance of a range of communication systems. In addition,

Anritsu's technologies have been incorporated into a series of applications, including IP network equipment and 5G technology, as well as measuring solutions for the food and pharmaceutical sectors.

"By utilizing cutting-edge technologies such as IoT and automation, our products help companies optimize their manufacturing processes," says President Hamada.

Looking at the future, Anritsu's goal is to expand its business in wireless technol-

ogy networks while increasing the scope of its clients and the applications of its products. "Regardless of their respective sector, our role is to deliver cutting-edge technologies to B2B companies," he claims.

So if you are wondering how companies can survive centuries, search no more. "Our dynamism and willingness to change, innovate and create has made the success of Anritsu," concludes Mr. Hamada.



ANRITSU CORPORATION



"We strongly believe that our mission is to lead society with our technology"

Hirokazu Hamada, President, Anritsu Corp.

Japanese construction materials to fuel Asia's construction boom

As the global construction market continues to increase in value, with Asian economies deploying massive infrastructure projects, Kirii Construction Materials has adapted its product offering to target Asian countries.

With the global construction market expected to continue to grow healthily over the next decade as international demand for new buildings refuses to let up, one Japanese company is planning to capitalize, bringing its high-quality metal construction materials to the global market.

As Japan's construction industry is conversely impacted by the country's declining workforce, Kirii Construction Materials is eyeing up the neighboring Asia Pacific market for its international expansion efforts, with the region forecasted to be a key driver of the global market's overall growth.

"We plan to continue our global effort and aim to increase our exports to Hong Kong in particular," explains Takashi Kirii, President of Kirii Construction Materials, which is one of Japan's largest manufacturers of metal materials for the construction industry.

"As we expanded our business beyond the national frontier, we realized that exporting to international markets the same product we sell in Japan was difficult. Consequently, we began designing products tuned to the Asian market, and adapted to local demands."

Thanks to these efforts, today 50% of the products Kirii sells – such as light steel keels, metal ceilings, and other non-metal goods like gypsum plaster boards – are imported overseas. And it's not just products that Kirii has needed to adapt, but the company's procedures too.

"We've learnt to develop our skills in other production processes. In Japan for example, furring in walls and ceilings are in high demand. In Asia however, the most demanded products are metal panels.



Takashi Kirii, President, Kirii Construction Materials

To expand, we have had to adapt, learn and master a new set of skills tailored to global trends," says Mr. Kirii.

"As the Asian market is over one hundred times bigger than the Japanese one, we were quick to realize the potential metal panels represented. Furthermore, we analyzed that there was a gap in supply. On the one hand, various Asian manufacturers were offering bad quality metal panels for cheap prices. On the other hand, Europeans countries provided high-quality items with high prices. After we spotted that gap, we began manufacturing good quality and fair-priced metal panels, and experienced quick growth."

