

MEIKAI UNIVERSITY ON ITS PATH TO BECOME AN INTERNATIONAL PARTNER IN EDUCATING FUTURE LEADERS



Toshikazu Yasui, president

economics, real estate sciences and dentistry, and also has graduate schools for applied linguistics, economics, real estate sciences and dentistry. Students at

Empowered by a well-rounded education that stresses rationality, creativity and sociality, graduates of Meikai University flourish in a globally connected world. Highlighting its outstanding employability record of 95 per cent, Meikai now seeks to attract more accomplished students from around the world, especially from Asia. In line with this initiative, Meikai launched the Global Management Major (GMM) programme under its School of Hospitality and Tourism Management last year. The first tourism course in Japan to be taught entirely in English, GMM is designed to produce next-generation leaders in hospitality and tourism. "The move is part of our strategy to become one of the leading universities in Asia," says Takehiko Kozue, professor at Meikai's School of Hospitality and Tourism Management. "We aim to attract the best Asian students and achieve greater international recognition." Apart from hospitality and tourism management, Meikai has four other undergraduate programmes encompassing languages and cultures,

Meikai's Urayasu and Sakado campuses number more than 4,000, including foreign students hailing mainly from Asian countries including China, South Korea, Vietnam, Thailand, Indonesia, Nepal and Bangladesh. "Students come to Meikai with dreams, and it's our mission to support and equip them to realise those dreams," says Toshikazu Yasui, president. Since its establishment in 1970 as Josai Dental University, Meikai has recognised the value of academic partnerships. It has 41 partner universities in 14 countries, including the University of Cambridge (Britain), Peking University (China) and University of California, Los Angeles (United States). Meikai also nurtures solid ties with major Japanese companies, allowing its graduates to become immediate industry assets as they are equipped with hands-on expertise and practical knowledge. "We welcome opportunities to further strengthen our global engagement strategy," Yasui says. "We seek to partner with reputable educational institutions and industry leaders for active learning programmes."

NiGK'S TECHNOLOGY BENEFITS INDUSTRIES FROM THE OCEANS TO OUTER SPACE



Fumio Kikuchi, president

From the ocean's floors to the vast frontiers of space, NiGK's innovative products have supported numerous industries. Originating in 1938 as a producer of pyrotechnic products, the Japanese company redefined its business in 1980 as Nichiyu Giken Kogyo and changed its name to NiGK in 2013. NiGK has since honed an expertise in chemicals that established its market leadership in distinctive products over decades – an advantage it still upholds today. In Japan, NiGK holds the largest market share in temperature indicator labels that use a chemically reactive special ink to display and record temperatures – monitoring vital process control parameters such as temperature, ultraviolet irradiation and condensation levels. NiGK also offers chemical indicators for sterilisation processes adopted by global health care facilities and organisations. Now a leading manufacturer of user-friendly, highly

durable and accurate chemical indicators, it isn't about to rest on its laurels. With more than 100 patents, research partnerships with Japanese universities and an annual research and development investment of about 10 per cent of its earnings, NiGK seeks to advance into internet-of-things applications for its products. It also aims to grow its overseas sales to 10 per cent of its total business over the next few years. "Our expertise in chemicals manufacturing and workforce of multidisciplinary in-house engineers allow us to build upon our existing technologies," says Fumio Kikuchi, president. "We customise products based on customer requests, so meeting our customers' needs has been our philosophy and key to success." NiGK's products also include ocean research equipment, radio frequency identification, construction materials and flashover indicators used to detect faults in transmission cables and control towers.

Aiming to develop new technologies and to attract clients from the manufacturing, process control, food production, health care and pharmaceutical industries, NiGK seeks collaborations with distributors and technology development partners to further develop its global markets. "We aim to work with partners who have strong process control experience and expertise in areas we don't cover such as electronics and software," Kikuchi says.

MISHIMA FOODS DISHES OUT NEW FLAVOURS IN ASIAN EXPANSION



Yutaka Mishima, chairman and CEO

With the rising consumer interest in global cuisine, a continued craving for Asian flavours – with Japanese food being one of the most popular – is also expected. Such trend is a welcoming opportunity for companies such as Mishima Foods, which has been manufacturing and exporting Japanese seasonings since 1949. Mishima Foods started with its core product, furikake, a traditional Japanese multipurpose seasoning that is usually put on top of hot rice, salads, noodles and other dishes. The product was first served in the United States in the 1960s, targeting Japanese expatriates. In 1988, Mishima Foods USA was established in Los Angeles in order to cater the growing preference for Japanese flavouring of consumers from across the states including Hawaii. Through the years, the company's offerings have expanded with ready-to-eat

products in retort pouch packaging, multipurpose seasoning dashi mix, and its trademarked Yukari furikake created from red perilla or shiso leaves. "We conduct in-house research and development (R&D) and collaborate with foreign partners to deliver products that are based on our commitment to select the best ingredients and pursue the best quality," says chairman and CEO Yutaka Mishima. Aside from widening its product range, Mishima Foods has also expanded its sales and operations in Thailand and China. Established near raw material suppliers, the company's Dalian plant on the mainland aims to satisfy the specific taste of the market. "We went to China in 1990, and though we only have representatives in Shanghai and Beijing, we're doing quite well," Mishima says. "We aim to do the same in Thailand, where we started three

years ago, as we look for more partners in raw supplies and packaging. We're also eyeing the growing markets in Malaysia, Singapore and Hong Kong." Serving flavours to both B2B and B2C segments, Mishima Foods also seeks future active partners for sales and R&D in Vietnam, Indonesia and the Philippines.

NTCC CONNECTS ASIA AND EUROPE WITH EFFICIENT, CUSTOMISED LOGISTICS

Nisshin Trans Consolidator Co. (NTCC) started this millennium entering the freight forwarding business. Flash forward to 2018, it has since grown into an import and export powerhouse with a wide range of logistics solutions in Japan, China and the rest of Asia, particularly Myanmar and Bangladesh.

Founded in 2001 in Osaka, NTCC made its mark by taking advantage of China's remarkable economic growth and efficiently importing goods with high-speed delivery service. "NTCC ensured fast delivery services by constantly asking cargo handlers to put its containers on top of the ships,"

says president Yasunori Sakamoto. "That way, when the ship reaches the shore, the company's containers get off the boat first and the goods reach customers faster." The company has since grown its network beyond China and Japan, opening up partnerships and subsidiaries in Cambodia, Vietnam, Myanmar, Bangladesh and Indonesia, while retaining overseas agents in Southeast Asia and Europe. NTCC is also providing significant import and export solutions that bring China's products to Japan and Southeast Asian countries, and from other Asian countries to China or Japan. "We will deploy high-speed transportation and stable transport services in Asean and Europe as we are currently doing so between Japan and China," Sakamoto says. At the core of NTCC's growth and excellence is its drive in delivering customised logistics solutions that fit each country's needs. When NTCC enters into new partnerships and markets, it puts a lot of effort into researching about existing conditions and needs in that area before coming up

with services that are custom-made to its clients. For instance, NTCC is expanding into countries with infrastructure shortages, such as Bangladesh and Myanmar, where the company has invested intensive information-gathering and study, and is gaining many popular reviews from customers. "We aim to create innovative, tailor-made solutions that are more effective for a landlocked country such as Laos," Sakamoto says. "Our customers can be assured that NTCC will exert the same zeal regardless of market or geography."



Yasunori Sakamoto, president

BULL-DOG SAUCE SPICES UP WESTERN-INFLUENCED DISHES IN JAPANESE CUISINE

Nothing complements tonkatsu's taste – with its light and crispy breadcrumbs coating enveloping tender and flavourful pork – quite like the perfect blend of tangy and savoury Bull-Dog Sauce. Injecting a local spin on traditional British Worcestershire sauce, Bull-Dog has captivated Japanese taste buds and even helped integrate Western dishes to fit the already diverse food culture in the land of the rising sun. For the company, Bull-Dog Sauce is indispensable to tasty tonkatsu as it is considered to be one of Japan's representative condiments. Since 1902, Bull-Dog has offered a variety of additive-free blends to suit different preferences: Worcestershire sauce, semi-sweet and regular variants of tonkatsu sauce, takoyaki sauce and okonomiyaki sauce, among others. As its products use only quality fruits, vegetables, spices and vinegar, Bull-Dog promotes healthier eating with its sauces.



Hisatoshi Ishigaki, president

In line with this and taking into account the changing lifestyle habits of consumers, it

launched a line of sauces in Japan under a new brand to help homemakers prepare healthier dishes in a shorter time. In enhancing and enriching the flavour profile of the ingredients, Bull-Dog sauces aim to satisfy consumers with meals that make them happy and healthy. Recognisable for their iconic red logo, Bull-Dog products are a staple in many households and are also used by many restaurants and companies in the food industry business. Bull-Dog traditionally has more customers in the B2C segment, but as the Japanese prefer the convenience of ready-to-eat meals, the company sees increases in the B2B segment. Export sales constitute 5 per cent of Bull-Dog's business, but its network reaches 50 countries worldwide. In Asia, the company seeks to grow its business by 20 to 30 per cent through collaborations with restaurants that can develop menus that can be further enhanced by Bull-Dog.

NS TOOL BACKS NEXT-GENERATION PRODUCTS WITH NANO-LEVEL PRECISION

Nano-scale precision lies at the heart of manufacturing leaps in the automotive and consumer electronics industries. With research and development (R&D) that upholds Japanese craftsmanship, NS Tool is setting the stage for yet another leap with polycrystalline diamond (PCD) tools for mirror surface machining of optical products that can revolutionise diverse industries. A leading manufacturer of small-diameter carbide end mills, NS Tool predicted the future of miniaturisation 20 years ago. Today, its array of 7,000 tools of all shapes and sizes enables the production of extraordinary dies, moulds and parts. The world's smallest end mill is 0.01 in diameter, and produced by NS Tool. "We have the technology to produce this kind of small diameter as a standard item for mass production," says Hiroji Goto, president. "Demand for PCD tools is growing alongside new product development." All NS Tool products are made in Japan in keeping with the company's noble mission to cultivate Japanese craftsmanship for generations to come. With growing overseas business, the company maintains offices in Hong Kong and Shenzhen to ensure timely order delivery and customer service, especially to clients on the mainland and in Southeast Asia. NS Tool caters to first-tier

to third-tier suppliers in the automotive industry and companies providing electronics manufacturing services to makers of smartphones and medical devices. Distributors across Asia also provide after-sales support. Known as the brand that explores the possibilities of a new era, NS Tool is focusing its R&D on next-generation technologies such as automated driving, internet of things-related sensors, robots and medical equipment. "Investing in R&D, NS Tool uses technology to create more market space and collaborate with customers to generate more innovations," Goto says. "We never stop developing new products for the future."



Hiroji Goto, president

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From the Ocean Floor to Outer Space

The NiGK Corporation slogan clearly reflects our wide-ranging support to businesses in their efforts, whether it be from the depths of the ocean to the limitless reaches of outer space. Among them, the temperature indicator and the sterilization indicator contribute to improvement of process management and medical safety around the world.

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