

TIME

THE TRAVEL ISSUE

THE WORLD'S GREATEST PLACES

THE MOST EXCITING TRIPS TO TAKE RIGHT NOW—INCLUDING A NEW WAY TO SEE HISTORY IN **GIZA, EGYPT**

PLUS
HOW TO BEAT THE AIRPORT MADNESS

THE NEW WAY TO CRUISE

WHERE TO STAY NEXT

Content from Global Kigyo

Japanese Business is Building Back Better, Post-COVID

Navigating the COVID-19 pandemic has been the greatest challenge faced by economies and industries since wartime. It's now time to rebuild, and with the world once again open, Japanese businesses are using the skills learned during lockdowns to succeed into the future. The education sector was massively impacted by the pandemic, and for Tottori University, rebounding has been about embracing those lessons as it continues its global outlook. "We discovered that online courses were unexpectedly helpful as staff and students became skillful in using tools such as video conferences, chats, etc., and in the future, we can combine these skills with conventional teaching methods," said President Hiro-

mitsu Nakajima. The one issue affecting all industries has been supply and demand, and the leader of furniture firm WOODONE CO., LTD. worked hard to maintain stability and success. "The positive effect is, as a result of the global timber shock, the price has risen due to increased demand from the United States and we can now see the consequences of this," said President Yusho Nakamoto. Textile firm Suncorona Oda mitigated the pandemic thanks to the use of technology and is using research and development (R&D) to spearhead a bright future. "We aim for Japanese technology to be number one worldwide and we may have to showcase this to wider global audiences," said President Tokio Oda.

The True Measurement of Success is Growth

Japanese manufacturing firm TOKYO KEISO has combined its cutting-edge measurement instruments with first-class customer service to support various industries worldwide.



Ryoichi Sugi, President & CEO, TOKYO KEISO CO., LTD.

Precision measurement is the very core of TOKYO KEISO's business, as well as its philosophy. This central tenet applies to customer service as much as its products and technology, with the firm committed to regularly contacting and visiting customers to find out their needs and concerns firsthand. This attitude has fuelled TOKYO KEISO's growth and product development, and also helped customers succeed in their own markets, including semiconductors, petrochemicals and many others.

"One of our competitive advantages is that our salespeople gather customers' information directly and we develop new products according to their needs," said Ryoichi Sugi, President of TOKYO KEISO. "By providing these services, our customers can create innovations or improve their technology which will optimize their productivity," he

said. This approach has led to great in a wide range of industries. The firm's products, such as the UCUF (Ultra-Clean, Ultrasonic Flowmeter), measure small flows of ultrapure water and chemical liquids that are in demand for semiconductor manufacturers throughout Japan, Asia and North America. This also applies to biopharmaceutical manufacturing, where no mechanical sensors come into contact with the fluid, which is ideal for the ultimate cleanliness.

"We are looking forward to contributing to biopharmaceutical markets, which have significant growth potential," said Sugi. TOKYO KEISO boasts a significant and growing international presence. It has sales companies throughout Asia and the United States, as well as creative partnerships with overseas firms, most notably KROHNE in Germany. "A joint approach of 'Made in Japan' with 'Made in Germany' will have huge potential for the future," said Sugi. In tandem with this growth, minimizing waste is a major part of TOKYO KEISO's sustainability strategy. "We are aiming to lower costs and energy consumption," said Sugi. "Those are some of the areas we need to focus on for sustainable and environment-friendly manufacturing."



TOKYO KEISO Factory & Engineering Office.

"We provide customers with products that are necessary for specific needs and demands."

Ryoichi Sugi



www.tokyokeiso.co.jp

