

FUJI CORPORATION: innovative spirit to enrich people's lives



NOBUYUKI SOGA
Chairman and CEO

From its beginnings in 1959 up to today, Fuji Corporation has always focused its business on delivering customers around the world with innovative and creative products, such as SMT machines and multijoint robots. As a revolutionary global robot manufacturer, the company strives for the realization of a sustainable society by anticipating future changes in the world, fostering staff growth, and promoting corporate values across multiple aspects, including the environment, society, and governance.

A huge leap into the new field of automated assembly machines led Fuji to build the foundation of their main business, SMT machines. Nobuyuki Soga, Fuji's CEO, explained the machines design philosophy: "they are characterized by high speed and high precision, as well as excellent durability and maintenance performance." In fact, their SMT machines are based on technology that has been developed and refined over a long period of time. Furthermore, their machine tool products are highly beneficial because they provide turnkey solutions. As the president com-

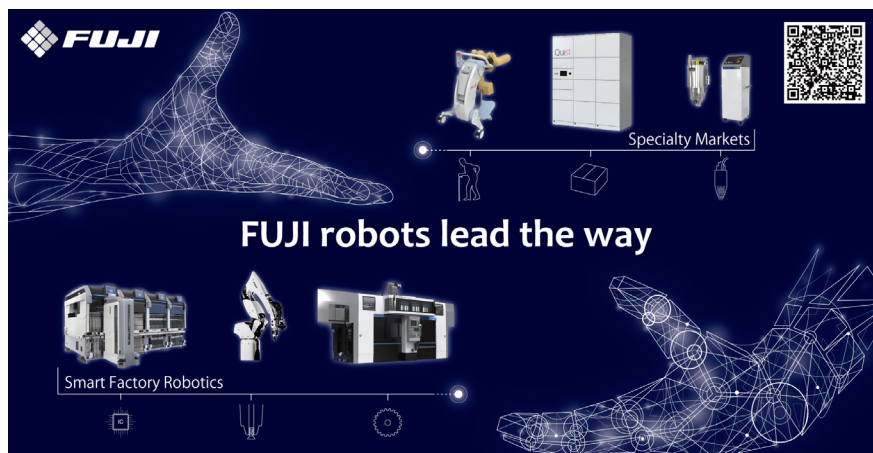
mented, "they are tuned to meet the specific needs of each customer to the maximum extent possible, so that the target work piece can be immediately produced by turning the start key."

As a manufacturing company not limited to the constraints of a single field, Fuji is still continuing to test the boundaries with various product lines. Mr. Soga said it well, "the company has thrived not only by developing products that meet customer needs, but also by introducing innovative products that customers have not even imagined." Fuji's products are shipped to over 60 countries around the world and the proportion of their sales outside Japan exceeds 80%: "the NXT series alone has already shipped over 100,000 units." Fuji's ongoing growth relies on strengthening marketing and continuing to innovate: "we believe it is urgent to further evolve an innovative corporate culture as a basis, while developing new digital capabilities."

Looking ahead, the importance for future products lies in gaining an advantage in indigenous technologies such as IoT, cloud

computing, and AI, as well as owning technologies that contribute to the SDGs. On the other hand, the relevance of extending overseas manufacturing bases is not part of the expansion plan yet, but the international political and economic environment may require so in the future. Furthermore, Mr. Soga adds: "Fuji is prepared to strategically form business alliances, capital investments, and business acquisitions with related equipment manufacturers, including in the machine tool business."

Through their philosophy of "enriching the lives of those in the world around us", Fuji Group will continue to fulfill the needs of people around the world by creating new value and providing products and services that excite and inspire customers. As Mr. Soga highlighted, "the products and services we provide must enrich our hearts and minds and also contribute to environmental protection, health, and world peace." Bringing about a mindful society will be one of Fuji Group's biggest contributions to the globe.



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