



Keiichi Kitamura  
Operating Officer

## Technical Developments in 2013

2013 was a significant turning point for the Sanyo Denki group.

We became listed on the First Section of the Tokyo Stock Exchange and relocated our headquarters to an office building equipped with the latest features. Moreover, we built F2 block at our Fujiyama Works and improved our production capacity for servo amps and stepping drivers as well as renewed our Shioda Works which specializes in power conditioner manufacturing. Also, in order to strengthen the production capacity of Sanyo Denki Philippines, Inc. we have begun building a third plant, which is scheduled for completion in spring of 2014.

### ◆ Globalization and Localization

Sanyo Denki is promoting globalization, with an aim to become the world's top brand. This is because by doing so, we can accomplish our corporate philosophy of "Aim to help all people achieve happiness, and work with people to make their dreams come true". Sanyo Denki's strength is our provision of products and services which respond to individual customers' unique requests in fine detail. We can say that we finally achieved globalization in the true sense of the word when we began providing this same strength to the people of the world at the same level as within Japan.

For example, Chinese machine manufacturers are able to make the machines they wished for by using motors and amps customized by Sanyo Denki, hence earning a strong reputation in the market and enjoying high sales. Similarly, a Brazilian communications company is using our cooling fans and UPS to benefit society on a broad basis. To keep on making success stories such as these, Sanyo Denki must be swift in developing original products which meet the needs of the specific region, provide samples, and perform detailed customization, technical support, prompt maintenance and repairs. In other words, localization. To this end, we are engaged in an activity to build "Mini Sanyo Denkis" throughout the world. This activity comprises of building design development divisions, purchasing divisions, production plants and repair/service centers, equivalent to those in Japan, in countries across the globe.

Globalization is sought of each and every one of us. We must first acquire the ability to understand the diversity of others, accept this diversity, have

---

---

ourselves understood and finally reach a level where we can openly exchange opinion. Acquiring this ability also holds significance in our individual lives. This is because by doing so, we can overcome all forms of disparities based on generation, gender, experience, superiority, nationality, culture, values and so on, and gain the ability to recognize each other, greatly develop as people and obtain even greater happiness.

#### ◆ Safety of People

Since the Great East Japan Earthquake, “Safety” has been a strong theme in Japan. The demand for disaster/emergency generators is increasing and the solar power business is expanding as a clean and safe alternative to nuclear power. On the other hand, there has been a string of accidents related to the deterioration of tunnels and rails, as well as problems such as deterioration of bridges and highways which impact upon society.

Rather than merely waiting for these problems to occur and become lessons, Sanyo Denki is aware that increasing the safety of products, and proactively stressing to users the need for service and maintenance in order to obtain the quality of products for the long term. At Sanyo Denki, we also develop products aimed to be easy to service and perform maintenance on in the future, thereby improving user-friendliness and reliability.

In regards to one of our three development themes “Technology for protecting people’s health and safety”, we will no doubt be expected by people to continue playing a significant role.

#### ◆ 2013 Technical Developments

The technical developments of 2013 were born based on our corporate philosophy and three technical themes. These include achievements such as improving basic performance, improving energy conservation, extending product life, improving user-friendliness and ease-of-maintenance, compatibility with various power circumstances and much more.

Sanyo Denki’s achievements are the result of diligence and devotion on behalf of our loyal employees concerned with development, backed up by the cooperation and encouragement of the people around them.

---