
Technologies for Helping Make New Dreams Come True

Tatsuya Hirata Operating Officer

This fiscal year is the final year of our 8th Mid-term Management Plan. We have been aiming to become a global company that is recognized as one of the top brands in the world.

Although we have accomplished many of our initiatives, there are still some goals that we will carry over to our 9th Mid-term Management Plan. In this respect, we still have many things we want to accomplish.

Looking back at our history, SANYO DENKI has overcome many major challenges, such as the Great Depression of 1929, the Great Recession of 1945 following World War II, the oil crisis of 1974, and the financial crisis of 2008. The current fiscal year has been dominated by an unprecedented change. Needless to say, we are referring to COVID-19. COVID-19 has caused a lot of damage worldwide and has created unexpected environmental changes. Turning this serious state of affairs into an opportunity is truly a daunting task.

It is against this backdrop that SANYO DENKI aims “to establish a corporate culture capable of transforming environmental changes into business opportunities.” To this end, each of our divisions is developing businesses in new fields such as those that pertain to the 5th generation mobile communications system (5G), business continuity planning (BCP), artificial intelligence (AI), and electric vehicles (EV). In addition, the medical field is changing significantly, and measures are being taken to combat COVID-19 infections. As part of this trend, many of our products are being used in PCR testing equipment to detect people infected with COVID-19 and in testing equipment used in the development of vaccines.

In today’s world of accelerated social change, we are developing products with a view toward the needs of future market environments.

As mentioned previously, each of our divisions is developing new products for the global market. For example, our Cooling Systems Division has developed the *San Ace C70 9TD* type Centrifugal Fan, *San Ace 40 9HVA*

type High Static Pressure Fan, and *San Ace 60W, 80W, 92W 9WPA* type high-performance Splash Proof Fans. Our Power Systems Division has developed the *SANUPS W75A* rectifier unit for wind power and hydro power generation systems and *SANUPS N11B-Li* equipped with lithium-ion batteries for outdoor use that can be used with disaster-management ICT equipment. Our Servo Systems Division has developed a *SANMOTION R 3E Model AC* servo amplifier with built-in positioning functionality and the *SANMOTION C 3A* wireless adapter for motion controllers.

The major theme of our 9th Mid-term Management Plan is to “break out of our shells.” There are various types of shells, such as small ones, big ones, and very difficult ones. Specifically, we must use the measures we have cultivated over the years in combination with future initiatives to accomplish our goal of “leveraging our expertise to face the challenges of a changing global market.”

This means that we are going to continue to advance the “new product development,” “borderless,” “real-time,” and “factory automation” themes of our 8th Mid-term Management Plan so that we can establish a corporate pillar of “world-leading products.” Moving forward, we must strengthen our marketing strategies, sales strategies, and technical innovation, while cherishing our relationships with customers to gain their trust. This will enable us to build new pillars (i.e., new customers) and fortify existing pillars (i.e., existing customers). To help achieve this, we will work hard to understand the issues and challenges of our customers so that we can offer them products that meet their needs. We are committed to contribute to society by identifying customer needs, strengthening our product development accordingly, and ensuring that our manufacturing and sales divisions work in unison. By doing this, we will be able to continue providing the world with “technologies for helping make new dreams come true.”