



The Taiwan Test

AS TENSIONS WITH BEIJING RISE, THE ISLAND'S NEW PRESIDENT **LAI CHING-TE** STANDS HIS GROUND

BY CHARLIE CAMPBELL

Globalization Contributes to Rising Success

Electronics manufacturing firm Rising Corporation plays a vital role in Japanese industry by supplying innovative inspection equipment for the sector.

In an industry where precision is measured to the nearest micron, there is zero margin for error. Japanese electronics manufacturer Rising Corporation supplies a wide range of clients throughout Japan and prides itself on the quality of every single product, from the smallest components to the largest hardware. Offering a full suite of services from design to mass production, and specializing in precision instruments for various fields, the

“Our mission is to create technologies that exceed the expectations of clients”

Yoichi Nishida
President
Rising Corporation

recompany aims to be the number one stagehand in global manufacturing. Yoichi Nishida, president of Rising Corporation, revealed that one of the secrets of the firm's success is its youthful engineering team. “In our innovative R&D department, we have many young engineers who are in their early

20's. They are very skilled at using the latest new technologies, and as a result, we can provide modern solutions to our clients,” said Nishida. Moving forward, the president explained that robotics-related products will be crucial to help mitigate the

aging population crisis, as he plans to refurbish and modernize corporate offices and factory premises. He also aims to increase global influence within the firm with an ambitious international human resource strategy. “Due to the shrinking population in Japan, internationalization is a vital trajectory the country has to take. I want to create a multicultural environment by recruiting staff from overseas in all aspects of the business, from back-office to engineering and management,” said Nishida.



Driving Quality Logistics in a Fast-Paced World

Logistics and industrial vehicle manufacturer Mitsubishi Logisnext ensures it remains a vital part of the industry by embracing automation and sustainability.



— Yuichi Mano
President,
Mitsubishi Logisnext Co., Ltd.

A thriving logistics industry is vital for any economy to succeed. Today, it's a sector going through unprecedented change, including the growth of e-commerce, sustainability strategies, staff shortages related to COVID-19 after-effects and an aging population. With an innovative product range, Japanese company Mitsubishi Logisnext Co., Ltd. is working to help deliver results well into the future. The business is developing automated technology to mitigate concerns about a shrinking workforce, as well as new products to support sustainability in the logistics

sector. Yuichi Mano, the firm's president, revealed his vision for the future of the industry. “For the next 10 to 20 years, the keywords in logistics will be safety, automation and decarbonization,” said Mano. The company is also working to roll out electric-powered vehicles (EVs), such as the EDiA XL mid-sized electric forklift, to markets like the U.S. following success in Europe. “Our portfolio is currently split evenly between EVs and internal combustion trucks, which is ahead of the market on average,” said Mano. With the firm's R&D technologies fueled by contributions from across its own global network, the business aims to further expand international partnerships with customers, targeting sales of 1 trillion yen by 2035. Essential to that will be improving employee satisfaction and morale. “Making sure all employees are proud of the Logisnext brand is one of my main objectives,” said Mano.

