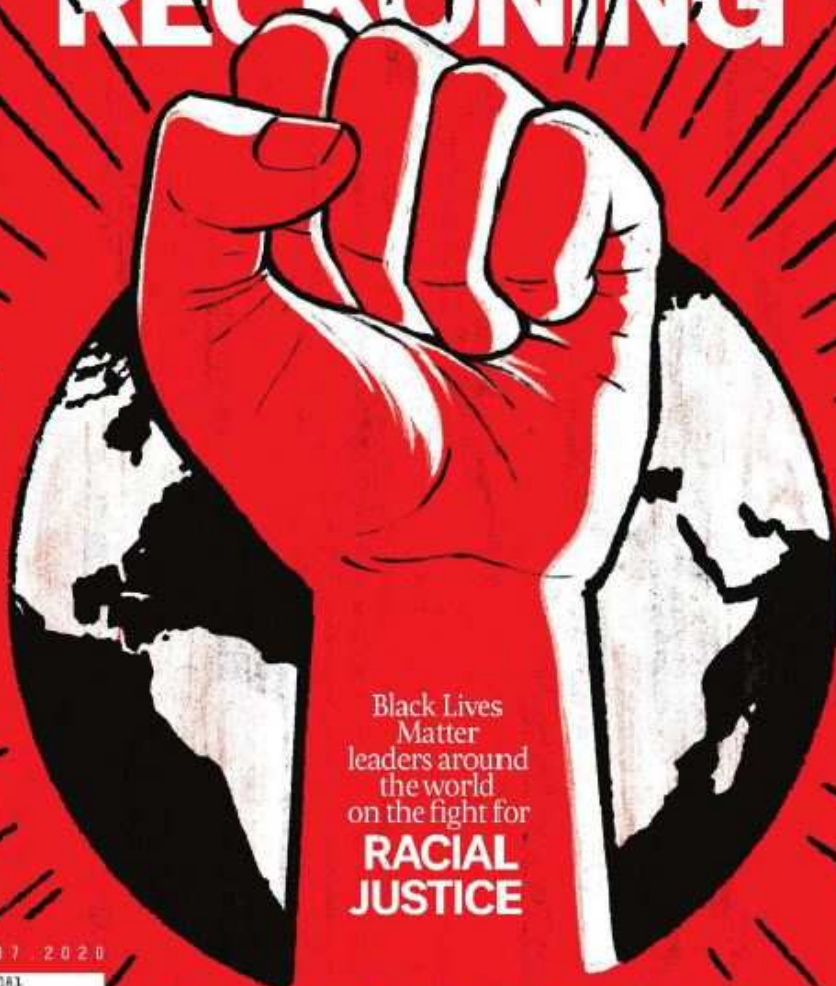


50 Companies That Stepped Up

INTERNATIONAL
Newsweek
A GLOBAL RECKONING



Black Lives
Matter
leaders around
the world
on the fight for
**RACIAL
JUSTICE**

10-17-07-2020



ANDORRA €1.20	ARMENIA €1.20	AUSTRIA €1.20	AZERBAIJAN €1.20	BELGIUM €1.20	BENIN €1.20	BHARAT €1.20	BHUTAN €1.20	BOLIVIA €1.20	BOSNIA €1.20	BRAZIL €1.20	BULGARIA €1.20	CANADA €1.20	CHINA €1.20	COLOMBIA €1.20	COSTA RICA €1.20	CROATIA €1.20	CUBA €1.20	CYPRUS €1.20	DOMINICAN REPUBLIC €1.20	ECUADOR €1.20	EGYPT €1.20	EL SALVADOR €1.20	FINLAND €1.20	FRANCE €1.20	GERMANY €1.20	GREECE €1.20	HONG KONG €1.20	HUNGARY €1.20	INDONESIA €1.20	IRELAND €1.20	ISRAEL €1.20	ITALY €1.20	JAPAN €1.20	JERSEY €1.20	JORDAN €1.20	KAZAKHSTAN €1.20	KENYA €1.20	KOREA €1.20	KUWAIT €1.20	LAOS €1.20	LATVIA €1.20	LITHUANIA €1.20	LUXEMBOURG €1.20	MALAYSIA €1.20	MALDIVES €1.20	MALTA €1.20	MEXICO €1.20	MOROCCO €1.20	NETHERLANDS €1.20	NEW ZEALAND €1.20	NORWAY €1.20	OMAN €1.20	PANAMA €1.20	PAPER €1.20	PERU €1.20	PORTUGAL €1.20	QATAR €1.20	ROMANIA €1.20	RUSSIA €1.20	SARAJEVO €1.20	SAUDI ARABIA €1.20	SENEGAL €1.20	SINGAPORE €1.20	SLOVAKIA €1.20	SLOVENIA €1.20	SPAIN €1.20	SWEDEN €1.20	SWITZERLAND €1.20	TAIWAN €1.20	TURKEY €1.20	UKRAINE €1.20	USA €1.20	UZBEKISTAN €1.20	VENEZUELA €1.20	VICTORIA €1.20	YEMEN €1.20	ZAMBIA €1.20	ZIMBABWE €1.20
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Exporting the *monozukuri* philosophy



"We always pursue quality through a high level of craftsmanship and manufacturing standards"

Yasunori Yanagida, President, Emuden Musen Kogyo Co., Ltd.

As Japanese SMEs have embraced globalization in a bid to expand international operations, many have moved production overseas, particularly to high-growth markets in Southeast Asia.

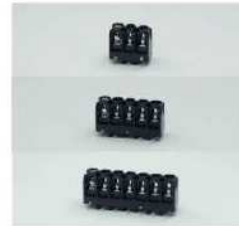
As such, a major priority for these firms is ensuring that the high quality of their products is

maintained through the adoption of *monozukuri* principles at their overseas factories – something that electronics components maker, Emuden Musen Kogyo Co., Ltd. has managed to do successfully as it has shifted some manufacturing to China and Vietnam.

"We always pursue quality through a high level of craftsmanship and manufacturing standards," says Emuden president, Yasunori Yanagida. "The key to maintaining our high-quality standards in each of our overseas subsidiaries is to create a manufacturing structure where we share a common philosophy, process and discipline. To achieve this synchronization and to

ensure the quality of our products in every plant and country, we conduct training and education for our employees overseas."

The move has allowed Emuden to be closer to its customers, the majority of whom are in China and



and development, to progressive press, plastic molding, processing, and molding. Moreover, the company also creates the assembly, the molds for the assembly, and even the machinery used in the manufacturing assembly line.

"We work on the reform of the production method to get better results in terms of productivity and efficiency," says Mr. Yanagida, who adds that Emuden's objective over the next decade is to "solidify our overseas facilities and the overseas manufacturing structure environments between Vietnam, China and Japan" and find new partners as it looks to gain a foothold in the automotive market.

Southeast Asia and for whom it supplies BNC connectors, terminal blocks, AC inlets, and cables.

Key to the high-quality and performance of Emuden's electronic components is the company's own unique 'Cell Production Method'. Under this fully-integrated *monozukuri*-based production system, Emuden controls all stages of the process, from design



 **EMUDEN CORPORATION**