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Technologies Used to Overcome the Recession

The Japanese economy has experienced many critical situations such as two oil shocks, rapid rise of the yen, and collapse of bubble economy. Recently, the economy remains stagnant from the worldwide financial depression that was triggered by the Lehman's fall in 2008, and it is still on the slow road to recovery.

In Sanyo Denki's history, we have given Sanyo Denki products appealing value by making various improvements and measures, and creating new products, and thus Sanyo Denki has overcome these recessions with wisdom and exertion.

We have developed new industry-leading products: starting from power supplies for wireless communication equipment in 1927, we have developed of the first domestic servo motor in 1952, developed the first domestic uninterruptible power supply in 1955, started mass production of the cooling fan "San Ace" in 1967, and started mass production of the stepping motor "Step Syn" in 1971. By challenging ourselves with new technologies and generating creative technologies that other companies cannot hope to follow, we have been able to overcome recessions many times by delivering the Number 1 products of the industry into the market.

A time of recession is also a good occasion to execute major innovations and fundamental innovations that rework previous techniques. It may be difficult for corporations to drastically change their ways when they are operating smoothly, and plus there is the physical limitation that where there is not enough time. However, by making a move during the recession, it is possible to find a new chance in the market after passing through the dark tunnel of the recession.

In order to overcome the recession and achieve business in the next generation, technology must achieve the following:

1. To be creative and to have superiority, including patents
2. To have foresight and be able to create the future
3. To have unique technology

At Sanyo Denki, we have inherited the will of the people who have come before us, and new products are developed and placed in the market year after year.

Under the Sanyo Denki's corporate philosophy of "Aim for the Happiness of All People," we are work three technological themes into development of new technologies and new products: "Technology for protecting the global environment," "Technology for using new energy sources and saving energy," and "Technology for protecting people's health and safety." These technologies are ones required by markets in the future, and they will be developed into unique and appealing products that will not be affected by the economic conditions.

The same is true for the manufacturing in each department. While many other manufacturers have moved the production overseas with the rise of the yen from mid-1980s, Sanyo Denki has created innovative products by utilizing the unique technologies and production technologies derived from the technological know-how by pursuing power saving and automation within Japan.

This report collects the technologies that overcame the recession for each department. By implementing these types of technologies in the future, we may overcome any recession that might come in the future.
