

## 100 years of Japan-Czech exchange

Highlights from the official message of the Czech Republic's Ambassador to Japan, Martin Tomčo:

The excellent relations between the Czech Republic and Japan have a long-standing historical foundation; in recent years, the joint statement toward a strategic partnership between the two countries signed by our prime ministers in 2003 has become their milestone. Besides the Embassy in Tokyo, the Czech Republic is expanding its network of honorary consulates in Japan, recently opening a consulate in Sakai, Osaka Prefecture. Yet contacts between people are the most important prerequisites for a good relationship. Seven associations of Japanese-Czech friendship, the Czech Chamber of Commerce and Industry in Japan, and the Group of Friends of the Czech Republic in the Japanese Diet, consisting



Martin Tomčo, Ambassador of the Czech Republic to Japan

of 39 members of both chambers of the Diet, are all strengthening great relationships. Thanks to the Department of Czech Studies at the

Tokyo University of Foreign Studies, dozens of students learn the Czech language annually and thousands of others study Czech in various courses. Hundreds of Japanese study at universities in the Czech Republic, especially focusing on classical music, but also medicine and the Czech language. I believe that the cooperation of our countries will continue to flourish in all areas. As a well-known Japanese proverb says, there is no long journey with a friend.

Ambassador Tomčo's full message and more leadership insights from the Embassy of Japan in the Czech Republic; JETRO Praha (Prague); CzechInvest; the Association for Foreign Investment; Czech Institute of Informatics, Robotics and Cybernetics; and HiLase Center can be found at: [www.synergymediaspecialists.com/jt-cze2019-banner-story](http://www.synergymediaspecialists.com/jt-cze2019-banner-story)

## Placing value on safety and society for 20 years

Driven to deliver high-value services and products to customers worldwide, Kayaku Safety Systems Europe a.s. (KSE), a subsidiary of Nippon Kayaku Co., Ltd. has become an industrial force to be reckoned with.

Celebrating 20 years in the Czech Republic in September, KSE remains committed to providing solutions based on advanced technologies.

"Our goal is to provide the global automotive market with high-quality pyrotechnic products for automotive safety components such as airbags and seatbelts," said Radim Spisar, senior manager for KSE's administration division.

Shinji Ichikawa, KSE president, is proud of the com-

pany's growth. "When we established our business in 1999, we employed 78 people. Today we have over one thousand employees and each member of our team is driven to achieve our shared vision."

In line with KSE's growth, profits also increased as the company began to achieve success.

"In 2004 we reached just over 300 million Czech koruna in sales," said Spisar. "After 15 years of dedicated hard work, we have increased this figure tenfold and today, on average, every car worldwide is equipped with at least two KSE products."

KSE has its own research and development center focused on product testing and innovation.



Radim Spisar, Senior Manager of the Administration Division and Shinji Ichikawa, President of Kayaku Safety Systems Europe a.s. (KSE)

"Our research and development center is the only facility of its kind outside Japan and our 35 certified engineers continuously develop new products for

KSE and our group," said Spisar.

The company's most notable products include the Glass-to-Metal Sealed squib (GTMS), Plastic Squib (PLSQ), Micro-Gas Generator and the Lead-Wire Micro-Gas Generator (LW-MGG), a business that KSE acquired in 2006.

Looking ahead, KSE continues to prioritize safety and quality while remaining committed to corporate social responsibility initiatives.

"It is important for us to help society while we contribute to our group, invest in our people and continuously serve the needs of our customers worldwide," said Ichikawa. ♦

[www.kse-cz.com/en/42-nk-group](http://www.kse-cz.com/en/42-nk-group)

## Contributing valuable research for Japan's nuclear industry

With more than 60 years experience in material research and development Research Centre Rež (CVŘ) in the Czech Republic is one of the world's top organizations aiming to provide scientific research and development services.

Focusing on nuclear power generation, the company's research infrastructure is a "one of a kind" high-quality facility.

"CVŘ operates using the latest equipment that allows us to develop new technologies in the field of nuclear power generation," said Marek Mikloš, business development manager of CVŘ.

"Some of the equipment we use for our operations includes two research reactors, LVR-15 and LR-0, in addition to an



Hot cells in CVŘ meet new demands for material research of highly irradiated materials.

experimental equipment that forms the backbone of the company's research arm."

The company went through a significant change from 2011 to 2017 with the

implementation of the Sustainable Energy Project (SUSEN) through the Operational Program Research and Development for Innovations. This effort led to

the modernization of both the company's equipment and infrastructure.

With its expertise in the field of power generation, CVŘ has gained the support of several Japanese entities, including the Japan Atomic Energy Agency (JAEA), Nuclear Radiation Authority (NRA) and Ministry of Economy, Trade and Industry (METI).

An important topic the Japan nuclear industry is interested in is the research of severe accident behavior. Most of this interest is from JAEA, Mitsubishi Heavy Industries and Tokyo Institute of Technology, with whom CVŘ has signed a memorandum of understanding.

A long-term collaboration studying radiation damage in concrete is also in the pipeline

and involves CVŘ, Kajima Corp., Mitsubishi Research Institute, Inc. and Nagoya University.

Mitsubishi Nuclear Fuel, Nippon Nuclear Fuel Development and JAEA are also discussing the development of accident tolerant fuel cladding technology with the company.

As CVŘ makes progress in the field of nuclear technology, its relationship with Japanese organizations will continue to thrive. More opportunities will also present themselves concerning the company's development. ♦

[www.cvrez.cz/en/](http://www.cvrez.cz/en/)  
[www.susen2020.cz/en](http://www.susen2020.cz/en)  
[www.cvrez.cz/en/cvr-hosted-japan-companies-in-tokyo/](http://www.cvrez.cz/en/cvr-hosted-japan-companies-in-tokyo/)



## Investing in 'growth-driving' quality services

Providing its customers with excellent service has always been the focus of Hayakawa International Czech Republic s.r.o. (HICZ).

Hayakawa has a 55-year tradition of excellence and includes more than 9,500 employees and 18 factories around the world. Its sales company in the Czech Republic is achieving its goal of delivering end-to-end assistance and quality services to clients across the region.

"Having an experienced and knowledgeable team working at our company in the Czech Republic allows us to give our customers excellent support," said Masaya Taki, managing director of HICZ.

"Our production facilities in different countries around the globe give us an edge in terms

of supplying customers and meeting their demands within a growing international market," he added.

As one of the leading providers of wiring harnesses for the automotive and consumer industries worldwide, the company is taking steps to further develop its relations with Japanese companies active in Central and Eastern Europe.

Thanks to HICZ's attention to detail and ability to tailor make products based on clients' needs, the company has been able to grow and adapt to the rapidly evolving automotive and consumer industries.

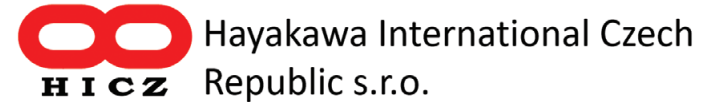
Taki proudly revealed that the company has seen more than twice the growth in its sales since he came to the Czech Republic in 2013.

To develop business in the country, HICZ is making every effort to work with new customers.

HICZ achievements prove that by prioritizing the delivery of quality products and services, companies can succeed.

"Now and in the future, excellent service and world-class delivery at a competitive price will be at the very heart of our business," said Taki. ♦

[www.hayakawa.cz](http://www.hayakawa.cz)



Yokogawa Czech Republic Management Team. First row from left: Ladislav Nagy, Manager Operations; Yuko Iizuka, Managing Director; Ján Veselý, Country Manager. Second row from left: Jaroslav Suchán, Sales Manager; Balazs Szabomihaly, QHSE Manager

## Yokogawa: Delivering solutions, support and technical expertise

Since 1915, Yokogawa has supported customers by delivering innovation-driven solutions.

As a global leader in industrial automation and test and measurement solutions, the company has established a strong presence across Europe.

Ján Veselý, country manager for the Czech Republic and Slovakia started with a team of only two people in 2004 (the company started in 1994). The year 2011 saw the opening of a branch office in the Czech Republic and on July 31 this year, Yokogawa Czech Republic s.r.o. was registered as a fully-owned Czech entity headquartered in the city of Brno, an important center of engineering excellence in the region. The firm also maintains offices in Ostrava and Prague in the Czech Republic and Bratislava in Slovakia.

"We work closely with customers and partners, especially across key markets like Russia and the Commonwealth of Independent States region and Iraq to support the optimization of refineries, chemical and fertilizer plants," said Veselý.

In terms of its sales team's capabilities, the company is shifting focus from simply selling products to delivering complete service, maintenance and support solutions.

"Aligning with the country's

economic growth and industrial evolution, we are driven to provide end-to-end solutions for Japanese and multinational manufacturing companies in the Czech Republic," said Jaroslav Suchán, sales manager for the country.

CombustionONE is one example of an integrated solution for combustion-based processes which Yokogawa recently introduced to address the demands of the refining, chemical, specialty chemical, power, metals and pulp and paper markets where combustion control and management play an important role.

Suchán also sees a great opportunity to help companies in the region facing a shortage of skilled labor through automation.

Yokogawa is looking for more talented engineers to grow with them and has partnered with Brno University of Technology and the Slovak Technical University in Bratislava.

"We are well positioned for future growth," concluded Veselý. "Our competitive advantages are our flexibility in meeting our customer's needs and the trust we have built with them through the years." ♦

[www.yokogawa.cz](http://www.yokogawa.cz)



## Suzuki's growing 'Way of Life' in the Czech Republic

Magyar Suzuki Corp. (MSC) - Suzuki Czech Republic is racing ahead in the Czech automotive market.

Since 1997 the company has delivered high-quality vehicles and first-class customer service. Today, Suzuki is one of the most popular automotive brands in the Czech Republic.

"In order to keep our strong position, our strategy has been to continuously deliver high-quality and affordable vehicles," said Tomáš Teufl, managing director of Magyar Suzuki Corp. (MSC) - Suzuki Czech Republic.

The year 2018 proved to be a milestone for the company with annual sales hitting 4,530 units and its year-on-year sales increase reaching 19.6 percent.

"Our market share and sales volume have consistently increased since 2013," said Teufl. "The successes we have achieved reflect our commitment to the growing automotive market in the Czech Republic."

With the popular Vitara, S-



Tomáš Teufl, Managing Director of Magyar Suzuki Corp. (MSC) - Suzuki Czech Republic

Cross, Ignis and Swift models, earlier this year Suzuki was ranked second among Japanese brands in the Czech Republic in terms of registered volume.

"Suzuki's expertise in 4x4 vehicles is proving to be a huge advantage for us in the Czech Republic — our customers really enjoy the off-road capabilities Suzuki vehicles offer," said Teufl.

In the Czech market, demand for new vehicles with more advanced technologies is at an all-time high and Suzuki customers can expect more technologically advanced vehicles in the future.

"We will offer 'mild-hybrid' vehicles or 'Smart Hybrid Vehicles by Suzuki' (SHVS) next year," said Teufl. "SHVS technology provides better acceleration capabilities and reduces emissions; all at a lower cost."

"As the automotive market in the Czech Republic is relatively advanced, we will continue to offer our customers new technologies that improve performance, fuel efficiency, connectivity and safety. Suzuki is a 'way of life' here and we will continue to play an increasingly important role in driving the Czech Republic's automotive industry forward." ♦

[www.suzuki.cz](http://www.suzuki.cz)



## Achieving success with a 'value-focused' approach

DENSO Manufacturing Czech s.r.o. is a force to be reckoned with. By holding on to its traditions and values, the company continues to grow its business and drive innovation.

Despite the economic setbacks Europe experienced in recent years, DENSO increased its sales volume year by year and expanded its operations twice, once in 2015 and again in 2018.

Today, DENSO Manufacturing Czech Republic is home to one of DENSO Corp.'s largest production facilities outside Japan.

"It has always been our mission to become a leading company, not just for our customers, but also for our employees and the entire region," said Shinichiro Yamaji, president of DENSO's Czech operations.

"We have created a 'value-focused' business approach for our customers, over 2,800 employees and we expect to continue achieving success in the coming years."

Since Yamaji became company president in 2016, DENSO's production volume in the country has increased by 10 to 15 percent. In line with the concept of *kaizen* (continuous improvement), the



Atsushi Murase, Managing Director and Shinichiro Yamaji, President of DENSO Manufacturing Czech s.r.o.

company is working evermore closely with European customers.

Almost all of DENSO Manufacturing Czech's suppliers are locally sourced and its European production base has enabled the company to ensure product competitiveness. Today, customers include Toyota Peugeot Citroën Automobile Czech, Suzuki, Volkswagen, Škoda, Audi, BMW, Daimler, Ford, Porsche and Honda.

"We value the close relationships we have fostered with some of the largest automotive manufacturers in Europe," Yamaji explained.

"Manufacturing close to our

customers allows us to create high-quality products, reduce costs and overcome the challenges related to labor shortages. By upholding the spirit of *kaizen* and focusing on innovation-driven automation, we are in a strong position to further grow our business and better serve our existing and future customers." ♦

[www.denso.com/cz/en/about-us/company-information/dmzc/](http://www.denso.com/cz/en/about-us/company-information/dmzc/)



## Astellas Pharma focuses on patients and its employees

Astellas Pharma is among the top pharmaceutical companies in the world. As of 2018, the company employs more than 16,000 people across the globe with about 70 in the Czech and Slovak republics. Astellas Pharma was established in April 2005 by the merger of two Japanese pharmaceutical heavyweights, Yamanouchi and Fujisawa. The latter company's history dates back to 1894.

Astellas Pharma stands at the forefront of health care change, turning innovative science into value for patients. Therapeutic areas the company is known for in the Czech and Slovak markets



Rudy Kozak, General Manager of Astellas Pharma Prague

include urology, oncology, immunology and nephrology.

As with many other industries, the pharmaceutical industry is

experiencing accelerated changes triggered by external factors, meaning it must keep transforming itself.

To help the company transform and achieve its vision, the Strategic Plan 2018 was introduced last year. In essence, Astellas Pharma's activities, delivered through a corporate culture based on the highest ethical standards and integrity, aim to maximize the "outcomes that matter to patients" and minimize the "cost to the health care system of delivering those outcomes."

Astellas Pharma is focusing on improving access to health in the four areas of creating innovation,

enhancing availability, strengthening health care systems and improving health literacy.

An important part of the Strategic Plan 2018 is pursuing operational excellence. In practice, it means maximizing the use of the latest technologies, such as real-world data, robotic process automation and artificial intelligence.

Astellas Pharma employees play the most valuable role in transforming the company and in achieving enhanced levels of enterprise value. Globally, the company promotes an internal culture called The Astellas Way, comprising five core values of

patient focus, ownership, results, openness and integrity.

After 14 years in one location, Astellas Pharma moved its Prague headquarters at the beginning of 2019. Rudy Kozak, the general manager of Astellas Pharma in Prague, explained the purpose behind this: "We did this in order to provide our employees with modern, open plan premises. As in other global companies, a focus on modern internal communication and collaboration and new-ways-to-work methods are being supported by state-of-the-art office technology." ♦

[www.astellas.cz](http://www.astellas.cz)