

## **“We Know the Future” because we’re Connecting With A Smile !**

### Message from CEO

“We Know The Future Because We Are Connecting”

I attended the Consumer Electronics Show (CES) in Las Vegas from January 8-12 2018.

The first Keynote speaker was Brian Krizanich, the CEO of Intel. He talked about the future direction of the electronics industry and I thought his speech was inspiring and full of possibilities.

The second speaker was the CEO of Ford Motor Company, Jim Hackett. He spoke about how self-driving cars and electric vehicles are becoming a part of our world and the partnership between people and cars. He sat in one place with a backdrop of a downtown landscape and spoke slowly and deliberately, without relying on music and images. It was a unique and effective style.

During the last 20 minutes of Mr. Hackett’s talk, Dr. Michael J. Sandel, a Political Philosophy Professor at Harvard University, was invited to the stage. They discussed how “low tech” can bring “happy feelings” to people, a concept that has been discussed on NHK ETV, and how the “Smart City” that Ford is aspiring towards would create a comfortable life for us.

When Dr. Sandel came onto the stage, he posed a question to 3 audience members. I have never experience this type of keynote speech before. He asked, “who is more stressed, Amazon or Uber?” and listened to and responded to their answers directly. It was a very interactive session.

Listening to different speakers CES, I saw the bright and broad future of the electronics business. The combination of human ingenuity and state-of-the-art engineering will create a wonderful future.

I feel elated to be a part of this business as it continues to transform the world we live in.

Looking back several years, the alliance between electronics and cars have continued strengthen with the vision of having self-driving cars and electric vehicles become the way of life by 2020. After attending CES, it is clear that there are myriads of businesses that are a part of this industry and are determined to make that goal a reality.

Though this movement of partnering with electronics started with cars, electronics are also prevalent in the cruise ships, robots, drones, medical equipment, education, security, and sports industries. More businesses are utilizing data, as symbolized by “Intel-Inside,” and as this occurs, our wire business moves forward with the electronics industry. Mr. Krizanich and Floria Reuter, the CEO of the German company Volocopter, flew a 2-person Drone-Volocopter 2x at CES showing the future of the Air Taxi. In addition, at the end of his talk, over 100 small Smart Drone “Intel Shooting Star Mini Drones” were released and performed to the song Stargazing by Kygo featuring Justin Jesso, and highlighted how we can use data for visual art.

Our business policy concept for 2018 is “We know the future because we are connecting.” Our electronics industry is expanding and evolving as more industries ally together to make the future. We will work with these partnerships and work to expand our business as we move forward.



**FUJI DENKO COMPANY**

**President & CEO**

**HIROSHI YOSHIDA**

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**President & CEO** HIROSHI YOSHIDA

**Board of Directors** Outside Director HIDETAKA NOZAWA  
Outside Director HARUMITU OGINO  
Outside Auditors YUU OGASAWARA

**Established** March 3, 1951

**Capital** ¥100,000,000(paid up) ¥220,000,000(authorized)

**Employees** 56 (as of April 1. 2017)

**Sales** ¥5,000,000,000 in 2017

**Banks** Mizuho Bank, Ltd  
The Bank of Tokyo-Mitsubishi UFJ, Ltd.  
Sumitomo Mitsui Banking Corporation

**ISO Certification** ISO14001 (Head Office, Kansai Branch, Yamagata Branch), ISO9001(Yamagata Branch)

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