

"CONNEXT" Happy 70th Anniversary to Fuji Denko!!

Our company, Fuji Denko, celebrated its 70th anniversary on March 3, 2021. Our founder, Saburo Yoshida, began the business in 1951 as a magnet wire wholesaler in Shibadaimon, Tokyo. The name of the company was a result of the fusion of "Fuji" from Fuji Electric Co., where he at the time worked, and "Denko" from the main supplier, Furukawa Electric (Denko).

When Saburo Yoshida passed in December 1985, Fuji Denko's business was limited to Japan. Around the same time, there was a sudden change in foreign exchange after the G5 Plaza Accord which saw the fall of the USD and the sharp rise of the Japanese yen. Almost all our clients such as SONY, JVC, and Fujitsu were able to predict that the domestic market would shrink due to the global race towards establishing manufacturing plants overseas. Our company rode this wave and followed our customers to Taiwan, Singapore, Malaysia, USA, and Mexico. After that we also expanded our business area to Indonesia and China. We also pivoted from being just a wholesale trading company to a one that also manufactures electrical wires.

Now we are a small company in terms of employee numbers, but we have also become a company with a large number of overseas staff. Many of the products we handle have changed from simple electrical wires to processed electronic products.

Although we are a small company, we are a global company that serves 3 main functions: (1) Processing and manufacturing; (2) Quality Control; and (3) Specialized trading company.

With COVID-19's long-lasting impact affecting public health and the global economy, much has changed. 2021, the year of our 70th anniversary, has already seen significant changes in business models and social norms worldwide. With all this in mind, our slogan for this year is "CONNEXT" (short for CONNECT to the NEXT). We look forward to our growth this year and hope to change the face of the industry by striving to become a company that our future society needs.

This year, due to the COVID-19 Pandemic, the Consumer Electronics Show (CES) was held exclusively online. The most memorable moment of the digital format of CES was Grammy Award winner, Billie Eilish's performance of her song "Bad Guy."

CES 2021 Billie Eilish Live Performance by i Heart Radio

<https://www.youtube.com/watch?v=nJCxxugHyAo>

The show she put on was a pivotal moment in my mind. It was crazy to think that everywhere around the world CES attendees were all connected online watching the same performance. The innovative technology behind the Digital Concert was amazing. As this year was the first digital CES, I look forward to the many ways CES will continue to change and force innovative changes allowing people to enjoy digital mediums.

Lastly, I wanted to leave you all with a comment I found to be endearing. The comment is from the love comedy movie, Last Christmas, performed by Emilia Clarke.

"We are so lucky to be alive. We are so lucky to be able to help each other in little ways and big ways. The reason, we are lucky, is because helping each other, in fact, makes us happy!"

Having celebrated our 70th anniversary during a global pandemic, our FY 2021 Fuji Denko Business Concept is "CONNEXT" with hope.