

Global parts supplier connecting the world with its Soft Press technology

Accumulating know-how and expertise over the last 67 years, Chiyoda Integre has proven ability to process soft materials with high precision, serving both the electronic component and automobile industries.



"We are looking to expand our bases in advanced nations such as the U.S. and Europe."

Mitsuaki Koike, President,
Chiyoda Integre Co., Ltd.

Founded in 1955, Chiyoda Integre has carved out its soft material processing business through expertise and with an appreciation of how to engage with overseas



Ohio factory in the U.S.A.

markets, not pushing Japanese ways but instead respecting the country where it is investing.

"We need to comply with local rules and regulations," says company president Mitsuaki Koike. "We also need to adapt to the local environment. That is one of our strengths."

A decision for any company targeting business abroad is whether to go it alone or collaborate with others, something carefully considered at Chiyoda Integre.

"We chose to enter overseas markets on our own, without any partnerships," says Mr. Koike. "An-

other characteristic of our business policy when we go abroad is that we do not belong to any group. We remain fully independent."

One of the differentiating factors for the company is its unique processing technology, as the president explains.



Factory environment

"Our Soft Press technology allows us to process and cut soft materials with high precision, which is much more difficult than with hard materials such as stainless-steel plates. Without our technology to



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achieve this, our customers' final products would not work as well. We have 24 sales offices and 18 factories in 15 countries around the world. And we are dealing with 80,000 kinds of products, 90% of which are designed according to customer specifications."

With vast global experience and a policy of only hiring top international talent, Mr. Koike is targeting expansion into the U.S. and Europe.