

米国雑誌「Newsweek(英語版)」に DKK の記事が掲載されました

2022年2月4日(金) 発刊の米国雑誌「Newsweek(英語版)」に、弊社代表取締役社長 近藤忠登史のインタビュー記事が掲載されました。

<http://www.theworldfolio.com/interviews/dkk-eyes-overseas-for-future-growth-and-societal-contribution/5109/>

世界に数千万人の読者を持つ Newsweek は、1933年に米国で創刊され、国際的なニュース及びビジネス情報を発信する世界的な週刊誌です。

今回、「The Hidden Yet Indispensable Value of Monozukuri」(隠された、かけがえのない、ものづくりの価値)という趣旨で、「DKK eyes overseas for future growth and societal contribution (将来の成長と社会貢献を視野に海外展開を重視する DKK)」として紹介されましたので、お知らせ致します。

弊社代表取締役社長 近藤忠登史は、「“Software is borderless, so we would like to take that abroad as well.” (ソフトウェアには国境がないからこそ海外にも展開していきたい)」と力強く語っています。

DKK eyes overseas for future growth and societal contribution

Denki Kogyo Co., Ltd. (DKK), established in 1950, currently successfully operates in the high and low-frequency segments of the telecommunications industry.



Small cell antenna

Throughout its 70 years in the telecommunications industry, DKK has consistently played a central role in the provision of a more convenient living environment for all of society's stakeholders, a feat achieved through the installment of social infrastructure, such as the establishment of communication and broadcasting networks in the advanced information society and important contributions to safety in the automobile industry.

As everybody knows, the business environment is evidently in the midst of rapid change – and at a pace never seen before. The needs of society and customers are diversifying due to the further sophistication of the advanced information society and ongoing globalization. The DKK Group is therefore fixated

on guaranteeing a diversified range of higher quality products and services to suit the shifting desires within the industry. But not only that, the company also strongly believes in the importance of a wider contribution to society, both now and in the future. The company believes it is important to carefully nurture technology and hone the techniques required for the spread of technology, and then subsequently pass it down to the next generation. Such a dedication to continuous advancement, as well as a more holistic future proofing of the industry itself can be especially appreciated in the telecommunications field. The President of DKK, Tadatashi Kondo, outlines where the company envisions itself in regard to its broad approach: “If you think about contributing to society, it is important to nurture the technology and technique and pass it down to the next generation. In this sense, DKK is playing a key role in establishing technology's foundation for the future as well,” he says.

DKK is also eyeing overseas growth. Presently, two markets in the radio frequency business that are being looked into as potentially prime for expansion are the construction machinery and food industries. As a machinery manufacturer whose radio frequency technology can produce superheated steam, DKK has

established a facility within its factory where clients can do trial testing for antioxidants. One part of the company which is currently earmarked for expansion is the telecommunications division. DKK believes it can conduct more value-added business in the U.S. than in Southeast Asia, so it is focusing on the North American market, especially in niche areas where Japanese technologies are applicable. Mr. Kondo outlines the company's plan: “We have our local subsidiary in North America, and since the U.S. also uses the same frequencies as Japan, and we are currently focusing on 28 gigahertz: the



Superheated steam rotational reactor

same products used in Japan could also be applied to the U.S.” One of DKK's strengths is that Japan is an island nation, meaning its devices and to ensure multiple frequencies are boarded onto the same device. This provides DKK with a strong advantage in new markets and means that its

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“Software is borderless, so we would like to take that abroad as well.”

Tadatashi Kondo, President and Representative Director, Denki Kogyo Co., Ltd.

venture into the North American market will undoubtedly bear fruit. In order to continuously adapt to society's shifting landscape, DKK is also currently pursuing the prospect of partnering and collaborating with other companies. The possibilities are broad and exciting for DKK: the high frequency area of its business is actively looking into working with food industry partners, whereas the telecommunications area of the company has been working with partners in hardware and infrastructure.

DKK will continue its unrelenting effort to contribute to society through further growth and development as a group. At the same time, the Japanese firm will continue to satisfy the needs of the market by developing innovative products and services, exploring new technologies and entering new business fields – endeavours reliably supported by the know-how and trust it has cultivated over its 70 years in operation.



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