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Forging Partnerships Around the World

Machine and tool trading firm Toyo Corporation aims to bring the best of Japan's manufacturing to the world, while embracing global technology trends.

Ichiro Haga
President
Toyo Corporation



Japanese businesses have had a profound influence on the global manufacturing sector, thanks to their cutting-edge innovation and high quality standards. It's no coincidence that many of the world's top precision engineering firms come from the island nation.

Now, trading firm Toyo Corporation aims to elevate Japan's global reputation even further with high-quality products and services that support Japanese manufacturers overseas. Toyo is already a major player in the domestic market, but it aims to adopt new technologies and streamline operations. By providing consistent services worldwide, Toyo is growing its international interests. President Ichiro Haga believes the Japanese reputation for first-class service and quality, long a hallmark of the country's global success, will help drive his firm onwards. "Until now, we viewed Japan as our main focus, but we have adjusted our mindset to compete globally. Over the next three to five years, strengthening our global reach will be essential. For instance, we started with one U.S. office and have now expanded to 41 bases in eight countries," said Haga. "The strong sense of *omotenashi* (hospitality) in Japanese business sets us apart from U.S. and European companies," he added. Toyo currently boasts a network of over 30,000 suppliers and ships 300,000 consignments worth of products worldwide every year. The stage is now set for growth. Even as the firm celebrates its 70th

anniversary this year, bold future plans mean the focus is on looking ahead, not back. Expansion plans include utilizing digital technology to increase operational efficiency, which counter hurdles such as Japan's labor shortage, a growing concern for many employers. "Digitalization presents significant opportunities for our company and our customers. DX, including tools connected through IoT, enables us to offer groundbreaking solutions that were previously unattainable," said Haga. "We are providing ways to enhance automation by integrating robots such as AGVs (automated guided vehicles). By collaborating with third-party system engineers, we can optimize production lines for our customers," he added. A major concern for any company seeking to grow overseas is global uncertainty regarding trade. Changes in tariffs and supply chain flows, leading to exchange rate fluctuations, are another challenge facing Japanese businesses. According to President Haga, Toyo is working to minimize such disruptions, utilizing its resources to maximize the benefits of new opportunities. "We have specialized teams dedicated to financial strategy and secure trading, ensuring we hedge risks effectively for the long term," he said. With this solid foundation, Toyo is leveraging its expertise to steadily supply a wide variety of products around the world, from cutting tools, pneumatic and hydraulic devices, to measuring equipment, collaborative robots and machining centers. By focusing above all on delivering reliable service to clients, rather than maximizing profit margins, Toyo has developed a robust strategy that has endured across generations, while evolving with changing markets. "Our strength lies in our stamina, utilizing our business model with a diverse range of clients worldwide, driven by consistent efforts and Japan's meticulous service over the years," said Haga. Looking ahead, this includes providing tools and equipment for burgeoning fields, including labor-saving factory automation and EVs.

Through its products, Toyo is also actively supporting carbon neutrality and the circular economy. "Most of our clients are working to engage in these evolving sectors, and we are actively discussing with them how we can support them to achieve those goals," he added.



Linking the Best.

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