

## Symbolic Core Competence of Japanese Strength in “Monozukuri”



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AS business conditions become increasingly competitive throughout the world, Hitachi has set a goal of achieving growth through its Social Innovation Business.

This issue is dedicated to industrial machinery and manufacturing equipment, fields that support Hitachi's core businesses and which are core competences symbolic of Japanese strength in “Monozukuri.” Although the division is slightly different to how the different businesses are grouped within Hitachi, this issue has categorized industrial machinery into two broad areas based on technology, with manufacturing equipment for electronic devices covered in the first half and general industrial machinery in the remainder.

The first half of this issue deals with products and technologies associated with manufacturing equipment for electronic devices, particularly those of Hitachi High-Technologies Corporation but also from Hitachi Kokusai Electric Inc., Hitachi Via Mechanics, Ltd., and Hitachi Plant Technologies, Ltd. The markets for semiconductors, liquid crystals, and other electronic devices are undergoing dramatic changes and it is an industry characterized by intense global competition between manufacturers. It is against this background that Hitachi supplies products and technologies that meet user needs for environmentally conscious products with large sizes and high performance.

The latter half of this issue presents a menu of general industrial machinery, including construction machinery. Articles describe representative products

and technologies from Hitachi Industrial Equipment Systems Co., Ltd., Hitachi Koki Co., Ltd., Toyo Machinery & Metal Co., Ltd., and Hitachi Construction Machinery Co., Ltd. Although the diverse range of items covered extends from large construction machinery to comparatively smaller products, they have all been chosen because they are examples of superior technology used in global niche products that satisfy diverse user needs and feature energy efficiency, environmental friendliness, diversification, and high performance achieved through high speed and efficiency. This issue also describes the research and development that lies at the core of innovation in these fields.

Also included is a “special report” on global collaboration with leading research institutions in the fields of microelectronics and nanotechnology and a “special talk” in which we invited Mitsuo Okamoto, President & CEO of Amada Co., Ltd., to discuss what form “Monozukuri” should take in Japan and overseas as we enter an era of change.

As Hitachi expands its global operations based on its Social Innovation Business, it can be said that the industrial machinery and manufacturing equipment described in this issue will have a key role to play in supporting this business. By introducing you to these Hitachi products and advanced technologies, I also hope this issue will prove useful as a source of information.