

## The Expectations for the OneF Automotive Business Development Team Activities



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The car is going through a dramatic change in its 130 years history. The revolutionary change is about to start on the basis of the automotive power trains, the diversification of the values and the usage revolve around the keywords of “the Electric-drive”, “the Autonomous-driving” and “the Information Computer Technology”.

I would like to mention the historical background, the object, the feedback and the future development expectation of the “OneF Automotive Business Development Team”. The advice from the engineer in the major car manufacturer in 2014, “Furukawa Electric seems to have the high technical capabilities in each business division but the weak capabilities in making proposal for the product image” was a trigger. Furukawa Electric started tackling solutions with all Furukawa Electric’s might. The members who conducted a successful action (the private exhibition) had a great self-confidence and good feedbacks and the result led to start the ordinary team activities in the following year in 2015.

Each company or business division of the Furukawa Electric group has been toward to their own businesses individually for 130 years, coinciding with the years of the automotive industry life. The new trial of “OneF Automotive Business Development Team” is the project team of the cross-departmental organization. The members with the technical capabilities and the enthusiasm were gathered under the powerful leaders (subcommittee chairman) who were responsible each team focused on the “Automotive”, and the communication in house and with the customer were intensifying through the activities of each team. The positioning and the road map for each subject were created and the response capability with its speediness was strengthened, and looking at the results, the fruitful results are being born for the products that

meet the customer’s needs and expectations.

The purposes of the “OneF Automotive Business Development Team” are the following four items, which are: First, the collaboration beyond the wall of the organization in Furukawa Electric, Second, a close cooperation with the customers (the car manufacturers and the device manufacturers), Third, the creation of a sense of unity with the overseas business operations and the staffs there and Fourth, an improvement of the technology capabilities and the fostering of the human resources and the leader. The most important thing above all is: “Participation in the team activities with enthusiasm and creating added value by each one”.

In December, 2017, the member of the “OneF Automotive Business Development Team” and the European local staff cooperated to make a success the private exhibition of the automotive devices which was held firstly overseas by Furukawa Electric Group. It promoted efficiently the name of “Furukawa Electric” and “the future technology of Furukawa Electric” in Europe. The sense of unity between the domestic team members and the overseas staff has fostered the confidence of the overseas activities in the future.

Since car models typically change every 5 to 10 years of “the Persistence”, “the Enthusiasm”, “the Technical capability”, “the Communication capability”, “the Professionalism”, “the Management capability” are required from the prior development to being mounted on mass-produced vehicles. The automotive industry is the increasingly evolving and growing field along with the infrastructure cooperative system. I expect the “OneF Automotive Business Development Team” activities to flourish greatly in the 2020’s.

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