

## The Globalization of the Furukawa Electric Group



*Mikimori Maekawa\**

The Furukawa Electric Group has declared its global growth as one of its essential policies for many years. We believe that it would be our mission or furthermore our “Noblesse Oblige” as a global player to contribute the best of our technologies to the construction of the global infrastructure or to the growth of the emerging countries.

As an index of our global growth, the ratio of overseas sales of our company group at present is a little under 50%. We have been trying to promote it up to 60% or more in the medium term.

I think the globalization does not mean the Westernization but it is for us to establish our firm presence in the world entirely by maintaining the identity of Japan and Furukawa Electric. At the same time, we need to catch up the changing speed of the world in order to carry out our global growth. We should always remind ourselves that any value could not make sense if we missed its timing no matter how any good technologies would be developed.

On the other hand, we may need to start the

related activity many years earlier and should carry out the activity much faster. Considering the points at the same time, the direction of the R&D should be consistent with needs of the global markets and customers. The future of a company will depend on its own capability in technology, information and human resources to grasp the right direction of the revolution in the society and to continue to be a global business partner.

Based on “Metal”, “Polymer” and “Photonics”, the three core technologies cultivated in our group for a long time, we need to continue to design and take our unique position in the world. In this sense the Global Marketing Sales Division will keep playing a role of the compass for the Group with R&D Div. more closely than before in the global market at any time.

We recognize that it is the important point of “Furukawa G Plan 2020”, our medium-term management plan, and we will continue to contribute our best efforts to the solution of the various needs of customers in the world-wide society.

\* General Manager, Department 1, Planning Department, Global Marketing Sales Division