

We provide customers with the best possible value

COMPANY NAME	SHOEI SHOKAI CO.,LTD.
HEAD OFFICE	1468-7, Uematsu-cho, Higashi-ku, Hamamatsu, 430-0803 Japan TEL +81534635215 FAX +81534630101
YEAR OF ESTABLISHMENT	August, 1952
CAPITAL	33 Million Yen
BOARD MEMBERS	Chief Executive Officer Masatoshi Kinoshita Executive Takeshi Fujita Executive Yukio Kiguchi Executive Hiroshi Sumioka
NUMBER OF EMPLOYEES	25 (as of September 2014)
REVENUE	3.8 billion Yen (March 2014)
BUSINESS AND SERVICES	Supply, Control and Sell of parts, raw materials and equipment to major corporations of automobile, musical instruments, office automation apparatus and multiple housing equipment.  Our overseas trade ratio exceeds 70% due to our active global advancement
MAIN CUSTOMERS	SUZUKI MOTOR CORPORATION IHI CORPORATION HAUL NENG ENGINEERING CO., LTD (China). THAI SUMMIT GROUP (Thailand) NIKON CORPORATION PANASONIC COMMUNICATIONS LTD SHAANXI FAST AUTO DRIVE GROUP CO.LTD (China) YAZAKI CORPORATION YAMAHA MORTOR POWERED PRODUCTS CO., LTD YAMAHA CORPORATION HANGZHOU YAMAHA MUSICAL INSTRUMENTS CO., LTD(China) YAMAHA ELECTRONICS MFG(M)SDN.BHD (Malaysia) YAMAHA ELECTRONICS (SUZHOU)CO.,LYD (China) LUZHOU (China)

	<p>NTN CORPORATION  KONICA MINOLTA BUSINESS TECHNOLOGIES, INC.  TOTO LTD  PIONEER CORPORATION  HAMAMATSU PHOTONICS K.K.  MINEBEA CO., LTD.  YAMAHA CORPORATION OVERSEAS BRANCHES  YAMAHA MOTOR ELECTRONICS CO., LTD.  PT.YAMAHA MUSICAL PRODUCTS INDONESIA (Indonesia)  XIAOSHAN YAMAHA (China)  PT.YAMAHA ELECTRONICS MANUFACTURING INDONESIA (Indonesia)  P.T.YAMAHA MUSIC MANUFACTURING INDONESIA (Indonesia)</p>
<p>MAIN SUPPLIERS</p>	<p>SPACE NATURAL ENZYME CORPORATION  ENOMOTO MACHINE CO., LTD.  CREATECH CO., LTD.  SUMITOMO ELECTRIC INDUSTRIES, LTD.  TAKAI SEISAKUSHO CO., LTD.  TERAOKA SEISAKUSYO CO., LTD.  NISHIKAWA RUBBER CO., LTD  JAPAN VILENE COMPANY, LTD.  HELLERMANN TYTON CO., LTD.  UNITIKA LTD.  YAMAHA CORPORATION OF AMERICA (USA)  GUANGZHOU PINSONG INSTRUMENT CO.,LTD(China)  TALWAR BROTHERS P.LTD (India)  ECOCAP MOVEMENT  KYOCERA CHEMICAL CORPORATION  SKAI INDUSTRIES, LTD.  DAIKEN CHEMICAL CO., LTD.  DIC COMPOUNDS(M)SDU BHD. (Malaysia)  TORAY INDUSTRIES, INC.  NISSEI ELECTRIC CO., LTD.  FURNACE JUKO CO., LTD.  YAMAHA MOTOR CO., LTD.  TAYZEN (China)</p>

	<p>NICHILAY MAGNET HONG KONG LTD (Hong Kong)</p> <p>PERUSAHAAN CHEW HUR SDN.BHD. (Malaysia)</p> <p>JIA-ZAN ENTERPRIZE CO.,LTD. (Taiwan)</p>
<p>CORPORATE HISTORY</p>	<p>1952 Establishment of SHOEI SHOKAI by Yoshitaro Kiguchi at the location of 27 Kamoe, Hamamatsu</p> <p>1955 Relocation of Headquarter to 95 Motome-cho, Hamamatsu</p> <p>1960 Yasuhiro Kiguchi succeeds as CEO of SHOEI SHOKAI</p> <p>1967 Establishment of SHOEI SHOKAI as a corporation company from the capital of 1 Million Yen</p> <p>1970 Increase of capital to 2.5 Million Yen</p> <p>1971 Newly construction of Headquarter and warehouse at 146-7 Uematsu-cho, Hamamatsu city</p> <p>1973 Increase of capital to 5 Million Yen</p> <p>1974 Increase of capital to 10 Million Yen</p> <p>1977 Acquires a plot at Youzu-cho</p> <p>1978 Increase of capital to 15 Million Yen</p> <p>1979 Fully renovates the office and warehouse</p> <p>1981 Increase of capital to 25 Million Yen</p> <p>1983 Acquires second and third warehouse</p> <p>1984 Increase of capital to 33 Million</p> <p>1986 Acquires a parking lot at Uematsu-cho</p> <p>1988 Fully renovates the office</p> <p>1995 Establishment of GUANGZHOU PINSONG INSTRUMENT CO., LTD In Guangzhou, China</p> <p>2003 Yukio Kiguchi succeeds as CEO</p> <p>2006 Masatoshi Kinoshita succeeds as CEO</p> <p>2007 Establishment of SHOEI SHOKAI ASIA SDN.BHD in Malaysia</p> <p>2010 Establishment of SHOEI SHOKAI TOKYO INFORMATION DESK in Tokyo</p>

**S**hoei Shokai Co., Ltd has grown to a global company operating in Japan and all parts

of the world with the core business in sales representation, international procurement, and international logistic control.

We provide customers with the best possible value by "Keeping promise 100%".

### **Sales Representation**

#### **• Color toner**

We sell and market our color toners to the growing imaging market all over the world. The philosophy of this business is to bring contributions to the society by encouraging "Econology" (Economic + Ecology) through the sales of toners while partnering with our high technical manufacturer.

Our mission is to explore and expand the technologies and stable quality products of Japan to the entire world including America, Europe, China, India, Russia, and Brazil.

We will continue extending the capillary vessel of Shoei Shokai by expanding our business networks and creating true partners all over the world.



#### **• Lost wax casting products**

We represent the sales of lost wax casting products that are applied into house fittings by major house fitting manufacturers. These products offer several features like; integrated complex shape with great dimensional accuracy, suit for wide variety with small lot production, and low cost of material.

Another feature which Shoei Shokai observe is "Yuragi", fuzziness in Japanese.

All products having made manually by craftsmen one by one, they give natural taste by



reflecting fuzzy image. This cannot happen if they are mechanically made.

Our vision is to have all the users to share the sense of "Yuragi".

It is our mission to extend the application of the products to the industrial commodities, such as auto parts to have more people share and feel the sense of "Yuragi"

### **International procurement**

#### **• Recycled Raw Material Plastics**

In order to effectively utilize the limited earth resources, Shoei Shokai promotes the utilization of recycled plastic materials.

100% recycled plastic raw material was developed through a tie-up with major automobile manufacturer which is currently been produced in Malaysia.

Having qualified in the application of vehicle parts that require stringent quality assessment, our annual supply is due to exceed 15,000 tons in 2011. Furthermore, progressive development is performed to adopt in wide application of this optimal material for environmental impact reduction.

The utilization of the product will continue expanding as a way of cost reduction to countermeasure the rise of petrochemical material costs.

Moreover, through our stable collection of PET bottle caps from all parts of Japan as our raw materials, we are also cooperating in eco-cap promotion movement which sends vaccines to the vulnerable children in the world.



### **International Logistics Control**

We manage and control import/export and domestic logistics on behalf of customers.

Our experience of import and export for 25 years and its reputations are valued by major companies.

By keeping our spirit of "Keep promise 100%" as our core principle, we will continue uniting with every customer around the world.

