

Nihon Denkei Builds up Support Bases for Automotive Expansion



Tanho Yanagi, President, Nihon Denkei Co., Ltd.

Nihon Denkei Co., Ltd., an independent specialized trading company of measuring instruments, handles scientific, optical and precision instruments, environmental and testing equipment, computers and related devices, as well as measuring instruments. The company has 39 sales bases in Japan and 39 bases in 11 countries overseas. Nihon Denkei has been vigorously expanding its measuring instruments business in the automotive field around the world. Denkei Technology R&D (Shanghai) Co., Ltd., which was established in 2006 in Shanghai, China, specializes in consigned testing services mainly to automotive electronics-related customers and has been continuing full operation. In order to meet strong demand for its testing services, the company established No. 2 testing laboratory in Pudong New Area in Shanghai in summer 2017.

Tanho Yanagi, President, Nihon Denkei Co., Ltd., says, “Since 10 years ago, we have been making efforts to increase sales in the automotive market. Previously, in the automotive market, measuring instruments relating to environmental testing, such as temperature, humidity, vibration, and noise were the mainstream. However, practical implementation of advanced driver-assistance systems (ADAS) has advanced and research and development of autonomous driving has become active, necessitating measurement of everything, and new demand for measuring instruments has been created, and the importance of measuring instruments has been increasing.”

Denkei LAB Yokohama

In Japan, this spring, Nihon Denkei opened Nihon Denkei Yokohama Laboratory in Yokohama as part of an effort to strengthen its automotive business.

The laboratory called “Denkei LAB Yokohama” tests on-board camera

monitor systems (CMS). It has been established through a business partnership with TÜV Rheinland Japan Ltd., a Japanese subsidiary of TÜV Rheinland Holding AG based in Cologne, Germany, a third-party organization that tests, monitors and certifies products, processes, management systems and services for the compliance with United Nations Regulations No.46 (UN-R46)*, which stipulate regulations on indirect vision.

With regard to automobiles, Denkei LAB Yokohama is also installed with environmental test and charge and discharge test equipment made by overseas manufacturers. Nihon Denkei is presently considering installing special automatic running robots that perform the evaluation of ADAS and safety evaluation of autonomous driving.

Business Promotion

Meanwhile, Nihon Denkei set up in Jan. 2017 the Solution Business Promotion Department to share information at its bases around the world, and has been stepping up sales activities targeting the Internet of Things (IoT), new energy and the 5G next-generation communications markets.

Nihon Denkei has mapped out “Medium-term Management Plan ND1000,” a three-year plan targeted to achieve consolidated sales of ¥100 billion in the term ending Mar. 2020.

Yanagi says, “We will endeavor to expand our global business by pushing strategies to achieve growth in the four markets of IoT, new energy, 5G next-generation communication, and advanced driver assistance. We aim for consolidate sales of ¥100 billion by the term ending Mar. 2019.”

Note:

*UN-R46 (UN Regulation No. 46) refers to regulations on indirect vision, which stipulate rules on monitor systems using cameras in the place of mirrors.