

Sustainability and quality for all

Finding the right balance between quality, sustainability and profit is the great challenge of the 21st century. Every industry has its own way of working towards it, creating a diverse approach which fuels innovation.

A mix of traditional Japanese industries, lifestyle firms and tech pioneers are working to create best practices and customer service, from sporting equipment to food and cosmetics.

For example, while judo sportswear has gone international, producers Kusakura ensure high standards through control. President Masahiko Miura said: "We are the only company in the world that handles 100% of our production process. We are able to provide a superior product to total quality control."

Kourin Ochi, president and CEO of

Nikken Foods, agreed that Japanese quality standards kept his firm in a strong position. He commented: "What sets us apart is the stringent discipline and mindset of employees. Many Japanese companies have rules which maintain high-quality production methods."

In the modern world, it's not good enough to just perform and deliver on product, as clients increasingly place these SDGs high on the agenda.

Cosmetics firm Nihon Kolmar's president and COO Yoshihide Kanzaki works hard to maintain quality while pursuing SDGs. He said: "One of our main principles is not compromising on quality. We are also developing formulas which use sustainable materials and manufacturing methods which save energy and water."

Hideyuki Amamiya, president of monitoring and measurement manufactu-

urers ATAGO, revealed they promote sustainability via the longevity of their devices. He said: "These products are convenient and can be used continuously."

This is also key for components manufactu-

rers Teikoku Tsushin Kogyo. President Masuo Hanyu confirmed: "We have three key pillars. One is to supply components to protect lives, the second is to design components that reduce environmental impact, and the third is to improve our corporate management in a way that values relationships with society."

“Japanese products have a reputation for quality.”

Masahiko Miura