

Today's marketplace defies borders and corporate affiliations, prompting automakers to hammer out new global strategies in areas such as optimal production locations and procurement. For this reason, Nissin Kogyo conducts global operations centered on four key regions—the Americas, Europe, Asia and Japan—and this framework encompasses development, marketing and production.



Global

Since the establishment of a local Thai subsidiary in 1973, Nissin Kogyo has strived to expand its overseas network. In recent years, the company has set up development and marketing sites in Spain, the United States, Thailand and China. Today, Nissin Kogyo conducts global operations through three sites in the Americas, two in Europe, eight in Asia and four in Japan, for a total of 17 business sites. This network provides a powerful structure for achieving high productivity and weathering currency exchange fluctuations, and enables Nissin Kogyo to pursue optimal production locations and procurement. The company currently counts 73 of the world's four-wheeled vehicle and motorcycle manufacturers as customers (19 in the Americas, 10 in Europe, 28 in Asia, and 16 in Japan), a figure Nissin Kogyo is seeking to boost further.

Steps are under way to set up new factories and expand production particularly in the rapidly growing ASEAN market. In June 2003, a new factory came onstream in Thailand, giving Nissin Kogyo the capacity to satisfy rising local demand and to utilize the site as a global supply source for components. Another new factory, this time in Indonesia, became operational in September 2003, to meet higher local demand in that country.

In China, meanwhile, to cope with increased demand accompanying growth in the four-wheeled vehicle market, Nissin Kogyo completed a new factory in Guangdong Province and began supplying brake products.



Zhongshan Nissin Industry Co., Ltd.



P.T. Chemco Harapan Nusantara



Nissin Brake (Thailand) Co., Ltd.

Development

Mutual Support Between Production Bases

