

## ACTUAL RESULTS AND FUTURE PROGRAMME OF OUR EXPORT

The export department of our firm was established in 1948. Since that time the actual results of our export has grown steadily. The sharp increase of our exports has resulted in an upward curve reaching 350% in 1955 of that in 1949. This percentage clearly shows the high technical standard of our firm with a proud history of over 30 years in this field. With further strengthening of our export efforts, we are convinced of a continued increase of this figure.

As one of the four leading electric makers of our country, our products range from 100,000 kW class generators, transformers and water turbines to electric fans and washing machines, covering the entire field of heavy and light electric machinery. Great success has been achieved in the manufacture of gigantic machines and our products have gained the highest esteem deservedly and our technical superiority is being recognized by all fields.

The above mentioned products have received the high esteemed reputation not only among our domestic customers but also in the export fields has more acclaim in many countries. A summary of the main export achievements of our Company are as follows.

### 1. Transformers

Two sets of 161/69/10.5 kV, 40 MVA transformers were shipped to Messrs. Taiwan Power Company, last year, this being a record breaking export product. Two sets of 15,000 kVA and two sets of 3,000 kVA transformers supplied to Messrs. Mysore Government of India, two 3,000 kVA transformers supplied to Korea, and almost near to 400 sets of medium and smaller size transformers shipped to Thailand may be counted among our main achievements. Our 3,500 sets of transformers have been exported to various overseas countries and our clients have invariably experienced the satisfying performance of our products. This number will increase with the progress of electric source exploitation in the South East Asian Countries.

### 2. Rotating Machines

Large rotating machines have been shipped mainly to the South East Asian Countries including the Philippines and India as power sources for cement plants, paper plants, pumping stations, etc., with the largest number of high efficiency motors for weaving machines going to Pakistan. The number of electric motors exported to Pakistan has reached

almost 10,000 units, with our motors driving 150,000 spindles in the cotton milles of that country. Our electric motors have gained markets in South East Asia and various countries throughout the world, and with the extra small, maximum performance magnet direct—on—starters now on sale, we believe that we will be able to offer our worldwide clients with even greater satisfaction.

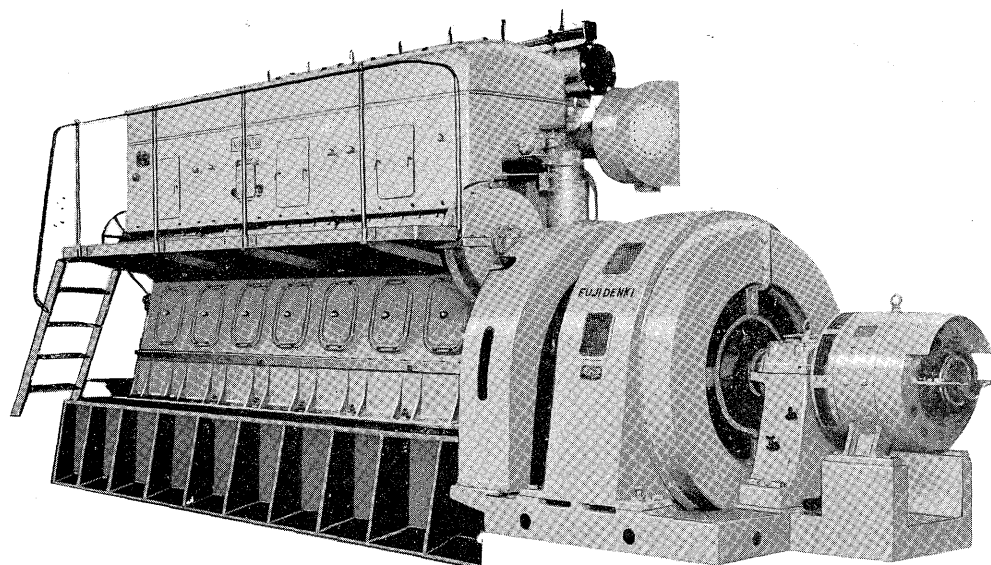
### 3. Diesel Engine Generating Sets

Our firm is the sole integrated maker of Diesel Engine Generator Sets in our country. Our policy is to put particular stress on the export of Diesel Engine Generator Sets and it is hoped that many inquiries regarding this article will be received. Our recent export record of this article is as follows :

3 × 300 kW m/s Rohtak & Hissar Elec. Supply Co.	.....India
3 × 500 kW m/s Hirakud Hydro Power Station	.....India
2 × 400 kW m/s Dungun Mine	.....Malay
2 × 200 kW m/s Dungun Mine	.....Malay
1 × 150 kW m/s Silk Mill	.....Pakistan
1 × 250 kW m/s Cotton Mill	.....Korea
1 × 500 kW m/s Pectchiburi Inducustry Co. Ltd.	
(Sugar Plant,)	.....Siam
1 × 200 kW m/s Monopoly Bureau	.....Taiwan

### 4. Watt-Hour-Meters

Our company is one of the leading Watt-Hour-Meter Makers in Japan, and exports a farmore volume of this product than any other maker. Our meters have been exported to not only South East Asian Countries, but also to the Middle and Near East, Latin America and various other countries throughout the world. Outstanding among these is the \$ 800,000 export volume to India, \$ 400,000 to Taiwan and our total export volume exceeds 400,000 units. In India, by special agreement with Messrs. Kamani Engineering Corp., our Watt-Hour-Meter Plant in Jaipur is manufacturing 10,000 units monthly. 28,000 units have been exported to Turkey, and we have exported a considerable volume also to the Philippines and Thailand. We are confident that the reasonable cost and excellent performance of our meters have been warmly welcomed by our many clients.



Diesel Engine Generator set for India Gov't Hirakud Dam Project  
3-phase 625 kVA 400 V 333 r.p.m.

### Home Appliances

Our company is also engaged in the production of Electric Fans, Washing Machines, Juicers and various home appliances. Our electric fan with condenser has won overwhelming popularity in our domestic market, and its export market is rapidly expanding, mainly in Middle and Near East Countries. Especially, our double effusion system washing machine is already recognised as one produced according to the highest standard, and with our highest quality Fuji Radio Batteries we expect to develop a wide export market.

### FUTURE PROGRAM OF OUR EXPORT

Since the end of the World War II, the emphasis on our country's exports has gradually shifted from the products of the textile industries to the heavy and chemical industrial products, and the main efforts are placed on the plant exports. In other words, international trade hereafter will change from a Unitary transaction of goods in the past to a pluralistic form in which capital investments, technical assistance and etc. are included. Such being the case, stress should be placed in forming a new export policy on this change so it may conform to the actual trend. If this is not done, it will be impossible to attain a victory in the severe export competition to be met in the future. The urgent importance of our plant exports has been emphasized for some time by the persons who are engaged in the export trade of our country. In prewar days, the surplus producing power of our domestic demand was limited mainly to the textiles and miscellaneous industries. However, today's surplus producing capacity in various fields of industries of our country may be seen, and as a result of the consolidated power of these industries,

the heavy industries has developed to a point where the need for overseas markets is keenly felt.

The plant export figure for 1955 shows a 180% increase over that of the previous year, with ships and rolling stock being the main articles. Electric power exploitation and industrial plants which have an important relation to the development plans now being realized in the various South East and Asiatic Countries account for only a very small percentage of the total export figure. We must give serious thought as a member of current international economy, to form a policy of cooperations with these development plans and to secure the important plant export market.

In order to align ourselves with this new export policy, we have hitherto put into effect the followings:—

1. Cost reduction by rationalization of productions.
2. Strengthening of overseas publicity.
3. Overseas stationing of service engineers.
4. Constant expansion of overseas markets by stationed salesmen.

By doing so, certain defects, such as the needs of after-care, will be rectified with greater satisfaction to our clients.

Of course, parallel with the above, we are in step with our national policies such as—

1. Strengthening of export policy.
2. Strengthening of economical diplomacy.
3. Strengthening of export finance.

with these being gradually achieved. Our plant exports, we believe, will continue to grow in line with our national policy, and we hope to further acquaint the international market with our brand by stepping up our sales efforts regarding our smaller electric products and home appliances, such as small capacity electric motors, transformers, watt-hour-meters, electric fans, washing machines, batteries and juicers.