

Voices of Companies Expanding in Gunma

Tire Manufacturing Business



Nihon Michelin Tire Co., Ltd. [Ota City]

Adopting an “All Sustainable” corporate vision and making a long-term commitment to mobility, Nihon Michelin will continue to make groundbreaking innovation in tires and high-tech materials.



Managing and Representative Director
Mr. Gen Sudo



“New value generation with the municipality and local companies”

Nihon Michelin Tire had long been operating from two bases, an R&D facility in Ota City in Gunma and Marketing & Sales office in Tokyo. Now that working from home has become a new normal, the company has reevaluated its operation to maximize value creation, which resulted in the decision to relocate its headquarters.

There were two major concerns in completely moving our base to Gunma. First concern was that it would not have been so easy for every employee to immediately relocate from Tokyo. The other concern was whether the local community would welcome us and collaborate with us. However, such concerns were resolved quickly. As for workstyle, we decided on the details based on the ideas from employees. We have changed our working rule so that the working time while commuting in a train or bus can be counted as working hours. As soon as the plan to move came up, we visited the local government, both city and prefecture, to consult with them. They gave us a warm welcome and a local company also greeted us positively, which we are grateful for.

We constructed a new building named Park. The new facility made it easy for big groups of staff to gather in one place. It solved the issue we had in the past. We now have a place where we can collaborate to develop col-



lective intelligence and create new value under one team, which is what we strive for.

With large glass windows, the Park Building is designed to feel spacious and seamless. Instead of concrete walls, the windows provide views of rich nature, which is quite the luxury.

It is well developed as a tourist destination and an industrial area, supporting a diverse range of businesses. Another great factor is that there is no feeling of alienation in Gunma. It is wonderful to know that accomplishing something together comes naturally and that the potential is always there.

I hope that Gunma pushes for change. That will help businesses in the area to lead the way in Japan and achieve the global standard quickly. From my experience, I would definitely recommend doing business in Gunma. We are really happy to be here.

“Pushing for change to lead the country”

Scan here to view the rest of the interview.

