

Voices of Companies Expanding in Gunma

TAIYO YUDEN

TAIYO YUDEN CO., LTD.

[Takasaki City / Fujioka City / Tamamura Town / Nakanojo Town]

Since its establishment in 1950, TAIYO YUDEN has been based in Gunma Prefecture, where it manufactures and supplies electronic components to customers worldwide.

To highlight the appeal of Gunma as a business environment, interviews were conducted with Mr. Nobuhiro Sasaki, Division Manager of the Multilayer Capacitor Division, Mr. Masaaki Yajima, Plant Manager of the Tamamura Plant, and other employees.



Division Manager,
Multilayer Capacitor Division
Nobuhiro Sasaki



“Consolidating Development and Production Bases in Gunma Prefecture to Achieve Efficiency”

The company’s founder, Hikoichi Sato, was born in Haruna Town, Gunma (now Takasaki City). For this reason, production operations began in Gunma from the very start. Since then, we have consolidated our operations in Gunma, including the Takasaki Global Center, the headquarters of the TAIYO YUDEN Group, as well as our research and development, materials manufacturing, development functions, and state-of-the-art mass production facilities.

In particular, with regard to our flagship product, Multilayer Ceramic Capacitor (MLCC), we focus on cutting-edge development, from raw material development and manufacturing to the in-house development of some manufacturing equipment. Achieving seamless alignment among technology, manufacturing processes, and know-how is crucial in this regard. By concentrating these functions in Gunma, development and production activities can be carried out quickly and smoothly, improving overall operational efficiency.

“Strong Advantages in BCP Measures and Transportation Access”



TAIYO YUDEN’s electronic components are used in industrial sectors across the globe, and many of our customers are overseas companies. Products such as MLCCs are mainly exported by air, and Gunma’s convenient access to the Tokyo metropolitan area allows us to deliver products to customers in a timely manner. Furthermore, we place great importance on Business Continuity Planning (BCP) measures to ensure the timely delivery of products to customers worldwide without disrupting the global electronics industry supply chain. In this regard, we believe that Gunma offers significant advantages due to its low risk of natural disasters, including earthquakes.

Currently, including our group affiliates, there are more than 4,000 employees in Gunma. Approximately two-thirds of the company’s employees at domestic affiliates have ties to the region, and we will continue to collaborate with the local community on initiatives to encourage U-turn (returning to one’s rural roots) and I-turn (moving to the countryside from urban area) career opportunities, striving to contribute to the development of Gunma.

Scan here to view the rest of the interview.

