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Alps Electric Co., Ltd.

Technical Adviser

- 1965 B.A. in Mechanical Engineering, Shizuoka University  
Tooling division, ALPS Yokohama plant, ALPS Electric Co., Ltd.
- 1978 Parts Production General Manager , ALPS Soma plant, ALPS Electric Co., Ltd.
- 1987 Division Director, ALPS Kakuda plant, ALPS Electric Co., Ltd.
- 1994 Director, ALPS Electric Co., Ltd.
- 2000 Managing Director, Business Development Division General Manager,  
ALPS Electric Co., Ltd.
- 2004 Senior Managing Director, Design, Quality, and Advanced manufacturing  
Engineering, ALPS Electric Co., Ltd.
- 2008 Technical Adviser, ALPS Electric Co., Ltd.
- 2008 Guest Professor, Iwate University
- 2012 Guest Professor, Shizuoka University
- 2010-Present  
Vice President, Robust Quality Engineering Society

Title

The Great East Japan Earthquake and Revitalization of Japanese Economy  
~Technology Management for Japanese Economic Revitalization~

Abstract

Japanese companies had recovered very quickly from the Great East Japan Earthquake.  
However, we are still at the post-disaster recovery and struggling for revitalization and

further development. Disaster area is a major food production area in Japan, and the nuclear power plant accident has changed the energy structure. As a result, economic structure had changed. Revitalization of Japanese economy is a key to get recovery from the great disaster.

Look at the industries in the past high economic growth period, sampling inspection is the way to guarantee the product quality and production process is the area to improve both quality and cost. Fast launching new product and following Kaizen activity to keep having competitiveness. This is the origin of Japanese business management. However, we were failed to respond flexibly to the major global economic structure changes, and our economy is still on the way to get recovery.

Effective activities by going back to the basics of quality control that ALPS Electric has achieved significant success will be introduced in the presentation. It should be of assistance to the Japanese economic revitalization and to get complete recovery from the great disaster.

(Presenter Masato Hishiyama)