

TIME ASIA MAGAZINE printed an article about us as the innovative company in Japanese manufacturing companies intended sewing automation. Please see the following article.

Automation is the new fabric of Japanese growth

Shrinking demographics and challenging world conditions mean that automated factory work is more important than ever in different industries across Japan, as one sewing automation textiles innovator has proved beyond doubt.



We believe that perfectionism is the Japanese original character.

Hidetaka Goto, President, Matsuya R&D

It might sound like the ultimate example of how automation can transform a company – and an economy. But when Japanese automatic sewing machine company Matsuya R&D switched their business target from clothing to the automotive and medical healthcare market, not many could have imagined industrial drone and wearable medical tech lay ahead.

The company's embrace of robotics is a shining example of how Japanese agility and innovation is boosting growth. President Hidetaka Goto said cohesive B2B models inspire success: "Many companies have looked to Japan once again to fulfil their production needs as a stable

partner." Matsuya R&D's work includes supplying production of automotive airbags; including various drone and health tech such as rehabilitation robot and wearable device.



Local traditions of excellence form the platform for transitioning into new sectors and markets. Mr Goto said: "Japanese people don't like to create unrefined products; every element of the finished goods must be perfect. We believe that perfectionism is Japan's original characteristic."



MATSUYA
R&D

Think **sewing** Think future



<Printed on April issue of TIME>

