

TIME THE END OF HUMANITY

HOW REAL IS THE RISK?

A SPECIAL REPORT

Trading on Tech Innovation



Shinsuke Tsuchiya, President, Daitron Co., Ltd.

Success in electronics is built on reliability and flexibility. For Japanese firm Daitron Co. Ltd., that means working as both a trading company and a manufacturer, while always trying to deliver the best quality for a B2B customer base. In the high-pressure and high-demand world of next-generation technology, ensuring high standards are retained while meeting increasingly tight deadlines has become a key challenge. "More and more companies are looking for higher quality and more precise products in recent times, especially due to a reduced process size," said the firm's president, Shinsuke Tsuchiya. "As such, we are trying to create more precise, accurate equipment," he said. Founded in 1952, Daitron started as a distributor for Sony tape recorders. The

business has evolved dramatically since then, manufacturing and trading a wide range of electronics components and equipment. Daitron innovates according to client needs and requests, supporting customer service and satisfaction.



Connectors.

The growing markets for electric vehicle (EV) batteries and connected systems such as the Internet of Things (IoT) are of particular interest. Daitron already manufactures equipment related to semiconductors, which are key to both EV and the IoT. In the future, Daitron is looking to raise its position in this market with its highly technologically advanced manufacturing equipment. Daitron is planning to expand overseas more than ever before. "Regarding the expansion of our business, we see strong potential in IoT devices, and think that proper action within the battery industry is vital for the future of society," said Tsuchiya.

Wafer edge grinding machine.

