

## 【 Notice of Interview Article Publication in “TIME” Magazine, Asia Edition 】

The interview article of Kyoichiro Oki, President of SPK Corporation, was published in 11<sup>th</sup> /18<sup>th</sup> April 2022 issue of “TIME”, Asia edition.

Please see the article from [here](#).

“TIME” was established in 1923. It is the world's largest English-language weekly news magazine with a publication of 3.68 million and read by 20 million people in 200 countries around the world. Its Asia edition is read in 30 countries.

In this article, our company's attitude of “Accept changes and respond agilely and flexibly” is featured.



The front cover of 11<sup>th</sup> /18<sup>th</sup> April 2022 issue of “TIME”.

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### Shake it up to succeed

Embracing change is the mantra for many modern SMEs but one firm is literally transforming its road to success.



The ability to be flexible in the face of adversity has been one of the pillars of our foundation.

Kyoichiro Oki, President, SPK Corporation

Japanese business success is usually associated with long standing traditions and corporate cultures. However, in a post-globalization, post-pandemic and increasingly volatile market place, it's becoming more and more important to move swiftly and shake things up if you're to thrive and survive.

That's especially true of the powerhouse SME sector, according to the man behind one of the nation's most historic, but versatile, automotive parts suppliers. SPK President Kyoichiro Oki believes in using his company's size and agility to compete effectively. Despite global and regional issues including political uncertainty, semiconductor shortages, skilled labor gaps and the pandemic, the 105-year-old Osaka based firm has been agile enough to ride the storm. Mr Oki said: “The ability to shift and be flexible in the face of adversity has been one of the pillars of our company's foundation.” It is diversification and the ability to adapt to changing markets that are key to continued success.

“Markets are always changing and it's almost impossible to know what is going to happen in the next 10 years.” And they are now looking forward to a sunny future shifting from gas powered to electric vehicles, ahead of Japanese SDG targets. He said: “One of our mid-to-long terms plans is to grow our business in the EV market, mainly involving providing parts for EVs.” Many governments have set goals that support renewable energy initiatives in connection to SDGs, but these changes are a long way off.

“In the meantime, there are a lot of combustion engines on the road with owners who would like to get more use out of their vehicles.” Along with a strong global network of partners and business conducted in more than 80 countries, the SPK President has an inherent national pride in Japanese mindset. Mr Oki said: “This philosophy is the idea of perpetual innovation and improvement as well as a level of effort in manufacturing not seen in many other places.”



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**SPK** Sincerity Passion Kindness

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