

## 【インタビュー記事掲載のお知らせ – 「TIME」誌 (アジア版)】

当社代表取締役社長 沖恭一郎のインタビュー記事が「TIME 2022年4月11・18日号」(アジア版)に掲載されましたのでお知らせいたします。

記事は [こちら](#) からご覧いただけます。

「TIME」は1923年創刊、発行部数368万部、世界200ヶ国、2000万人が読む世界最大の英文週刊ニュース誌です。アジア版は30ヶ国で読まれています。

記事中では「変化を受け入れ、俊敏かつ柔軟に対応する」という当社の姿勢を取り上げていただいております。

### 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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