

Messages from the Headquarters General Managers

Business strategy for realizing business transformation

Industrial Market Headquarters

(Industrial Equipment & Tools
Division and Machine Tools Division)

Mamoru Hamayasu

Managing Director
Chief General Manager of Industrial
Market Headquarters



As Is

The Industrial Market Headquarters contributes to manufacturing in Japan and around the world through sales of machine tools and factory equipment, implements, mechanical equipment and materials, control and logistics equipment.

While the fiscal year ending March 2024 saw us progress our efforts to expand into new markets related to semiconductors in robotics, it was a tough year domestically with a downturn in machine tool orders and overall market segmentation seeing an increase in sales but lower profit compared with the same period last year.

To Be

In our natural role as a machinery trading company, YUASA will leverage the Group's collective strengths to drive on-site digital transformation (DX) including IoT and local 5G for addressing labor shortages, and energy-saving proposals.

In particular, as awareness of carbon neutral permeates not only large corporations but also small to medium sized companies and factories too, we will promote our "solutions to social issues" with unique products that contribute to high-efficiency and long-life machinery, as well as to saving energy.

Living Environment Market Headquarters

(Housing, Air & Fluidic Control Systems
Division and Consumer Products Division)

Maresuke Takeo

Director
Chief General Manager of Living
Environment Market Headquarters



The Living Environment Market Headquarters offers capital improvements through sales of equipment covering a wide range of markets from general housing to building installations and plant equipment, such as housing equipment, plumbing products, air conditioning equipment, and other core products.

In the fiscal year ending March 31, 2024, both sales and profit increased due to our efforts in proposing systems with green energy subsidies aimed at becoming carbon neutral, amidst a backdrop of soaring electricity and other energy prices.

We will continue to propose equipment improvement solutions involving subsidies in energy creation, green energy, high efficiency machinery etc. to promote carbon neutrality among our business partners. In addition, we'll further expand our engineering functions, such as air conditioning refurbishments and automatic valve assembly, to save on and reduce labor through shorter work periods and improved operations, to solve worker shortage problems caused by reformed work practices in the construction industry.

Construction Market Headquarters

(Building Supplies & Exterior Division,
Construction Machines Division,
Energy Division, and Lumber Division)

Takaomi Omura

Director
Chief General Manager of
Construction Market Headquarters



Construction Market Headquarters comprises the Building Supplies & Exterior Division which provides building materials, landscape and civil engineering materials, and the Construction Machines Division, which provides industrial rental materials and small-scale construction equipment.

Amid major changes in the construction sites led by the "2024 problem", the segment as a whole had increased revenue but lower profits compared with the same period last year as we were significantly affected by prolonged construction works and reduced new construction projects due to labor shortages and dramatic cost increases.

As well as strengthening our existing business, we will also uncover new fields where we can utilize this headquarters' functions and networks under the theme of "solving social issues", and enhance business stability by building a diversified market. The head office will create its own unique value with development proposals across divisions and group companies to strengthen resilience areas such as BCP and medical support in natural disasters, to improve work environments through the pursuit of on-site comfort, and to create spaces for livable towns and cities.