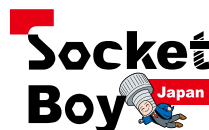


# JAPAN NEWS



News provided by:  
**SOCKET BOY Magazine (Japan)**  
Compiled by: Fastener World & Kinsan Fastener News

## Leaders Insight: Export Status Quo & Prospect of Japan Fastener Industry

### What is SOCKET BOY magazine?

SOCKET BOY magazine is a free publication issued by Sunco Industries Co., Ltd. Since its launch in 2024, it has consistently delivered a wide range of content, including the latest news about the fastener industry, interviews with suppliers, and the culture and history of Higashi-Osaka City, Japan's manufacturing hub.

Furthermore, Sunco launched the SOCKET BOY magazine website in autumn 2025. In addition to the magazine PDF, exclusive articles only available online will be posted. This content will be shared globally, targeting industry professionals, manufacturing enthusiasts, and anyone with a curious spirit.



### Sunco Roundtable

In July 2025, Sunco Industries invited 4 key suppliers from Japan's fastener industry to hold a roundtable focused on the current status and future of Japanese fastener companies' overseas business, as well as the challenges and opportunities they face in the global market. This dialogue deeply revealed Japan's core manufacturing strengths and the complexities stemming from international competition, market adaptation, and cultural differences.

### Participants of the Roundtable Included

**Mr. Hidefumi Ando, President of AnSCO Co., Ltd.,** specializing in manufacturing ultra-thin socket screws with production bases in Aichi and Saga of Japan, and Thailand. Their main customers are from the machine tool and automotive industries. Compared to last year, demand from machine tools has been strong, while the automotive market remains stable.

**Mr. Yoshifumi Taniguchi, President of Nakaumi Industries Co., Ltd.,** focusing on the manufacture of threaded rods ranging from 3 to 64 mm, mainly using steel and stainless steel. They have five factories in Japan and Vietnam. Recently, the construction market has somewhat slowed, but their European business performs well, and the Vietnam factory is busy.



**Mr. Atsushi Hashimoto, President of Unytite Corporation,** founded in 1946, manufacturing grade 10.9 high-strength bolts, nuts, and related products for multiple industries. Their headquarters is in Kobe, with branches in the U.S. and China. The construction and civil engineering markets have slowed, but shipbuilding remains strong; business with Chinese automotive clients is weaker compared to Japan, though their U.S. operations are stable.

**Mr. Tateo Murakami, Deputy General Manager of Nippon Fastener Corporation,** producing CHQ steel wires, high-tension bolts, and hex socket bolts with factories in Tsurumi (Osaka) and Shiga. They focus mainly on domestic sales but have begun targeting the international market.

**Ms. Miki Hiraoka,** General Manager of Purchasing Department at **Sunco Industries.**

**Mr. Tomokazu Takada,** Chief of International Trade Section (Purchasing Department) at **Sunco Industries.**

## TOPIC 1 Japan's Technical Strengths and Quality Commitment

Technical excellence and a commitment to quality were central themes.



Hidefumi Ando

(Speaking highly of overseas appreciation for Japan's precision,) "When overseas customers see our screws in the 1-millimeter range, they marvel at our precision manufacturing."



Tateo Murakami

"I've noticed differences in manufacturing approaches. Overseas, the attitude tends to be that it's fine to sort out defects during final inspections, even if the production process isn't perfect. In contrast, **Japanese manufacturers aim to prevent defects right from the production stage.**" Strict quality control from production onset is the foundation of Japan's competitiveness.

## TOPIC 2 Price Pressure and Standard Challenges

Despite Japan's advanced technology, price pressures are unavoidable.

Yoshifumi Taniguchi



"It's difficult to mass-produce inexpensively in Japan, so our overseas facility focuses on **high-volume production**. The more we produce, the more cost-effective it becomes, which helps us stay competitive globally." The Vietnam factory exemplifies this.

Atsushi Hashimoto



"There are also challenges related to standards—**many companies can handle JIS specifications, but not ISO. That limits us.** In the U.S., tackling niche markets could yield big opportunities."

This shows that Japanese companies must flexibly manage diverse standards to go global.

## TOPIC 3 Expanding Sales Channels and International Brand Visibility

Sales channels and brand recognition are major obstacles for Japanese firms.



Tateo Murakami

"Even something as simple as our website is an issue—we only have it in Japanese. It's naturally hard to reach an international audience. We definitely need to adapt to more global languages."

**Language barriers and marketing limitations severely impact Japanese companies' exposure.**





Tomokazu Takada

“We’re seeing more and more inquiries from abroad that fall outside what we can handle alone—things like specific standards or tight delivery timelines.

Meanwhile, we plan to continue ramping up our promotion to overseas markets to generate more inquiries—creating mutual benefits for us and our suppliers.”



Miki Hiraoka

“We are able to ship screws individually or in mixed configurations, called BARA. By adding value to products supplied by domestic manufacturers, we can give Japanese fasteners a compelling competitive edge.”



## 4 Cultural Differences and Regulatory Supervision



Hidefumi Ando

“People and cultural differences are crucial. Cross-cultural communication difficulties obstruct business.”

Understanding culture beyond products is fundamental to cross-border operations.



Yoshifumi Taniguchi mentioned the Vietnam market’s regulatory challenge:

“Anti-corruption policies have slowed administration, forcing us to independently judge legal and tax matters.” This illustrates how local laws add operational complexity for Japanese businesses.



## 5 Strategic Collaboration and Future Outlook

Strategic alliances are vital—combining technology and marketing to deepen global channels is key to overseas expansion.

Hidefumi Ando

“Collaboration between manufacturers and trading companies is essential for overseas success.” Optimizing both products and logistics is crucial to gain market share.



Atsushi Hashimoto

(Facing the risk of population aging and shrinking domestic markets,) “Japan’s geographic isolation leads the industry to focus domestically; population decline will spur consolidation or foreign investment.”



Tomokazu Takada

“This is the moment for us to unite and showcase Japan’s manufacturing excellence to the world,” expressing confidence.



## Conclusion

Japan’s fastener industry is at a pivotal transformation point. It must combine world-class technology, flexible international standards, deeper cultural understanding, and strong cooperative networks to remain undefeated in global competition. This roundtable clearly expressed the industry’s expectations and difficulties, indicating that future success depends on innovation, collaboration, and cultural adaptation strategies. ■

