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Helping Connect Society for a Technology-Enhanced Future

Japanese cable manufacturer Taiyo Cabletec Corporation is playing a key role in Society 5.0, which aims to improve quality of life through integrated technology.



—Akihiro Taniguchi
President,
Taiyo Cabletec Corporation

Across Japan, a revolution is taking place that could change the way people live and work in the future. Society 5.0 aims to integrate technology into all areas of Japanese life and work to improve efficiency, safety, health and comfort through connectivity, utilizing artificial intelligence (AI), robotics and the Internet of Things (IoT). Cable manufacturing firm Taiyo Cabletec Corporation is at the heart of this game-changing initiative, literally connecting the systems powering the digitization drive. With clients across the tech industry, the company's wire, cable and ethernet products are in great demand for factory automation, robotics, and semiconductor operations. They are also used in sectors as diverse as medical technology and transportation. According to Taiyo Cabletec President Akihiro Taniguchi,

the firm's experience with robotics is vital to its role in the integrated tech future. "We specialize in cables designed for robotic arms and hope to enhance our capabilities in this area further. Eventually, our CEO hopes to be able to develop our own robots using this technology as a base in the future," said Taniguchi.

Established in 1923 as a wire and cable manufacturer, Taiyo Cabletec first began to produce robotics connections in 1978, enjoying the boom years of Japanese electronics and manufacturing growth. Now, with plants and offices across Japan and a presence in Thailand and China, the company channels its experience into developing specialized products for industrial manufacturing. As a result, the firm's products, including the EXT and TBF ranges, are deployed in the rollout of factory automation systems across Japan, with particular relevance for the all-important semiconductor industry. "We are ready to advance into providing ethernet cables for FA applications. We have specific expertise with cables used for robots, so given that semiconductors are set to see increased demand in the future, we are ready to enhance our production capabilities to satisfy these needs," said Taniguchi. "Our mission is to facilitate the semiconductor ma-

chinery industry through the development of our cables," he added. Supplying cables for such precision-based machinery requires a specific type of product that can withstand the rigors of day-to-day operations. "A high amount of flexibility is needed to ensure that the cables have a long life. They must also meet specific demands regarding the bandwidth speed, noise resistance and tensile strength required for specific applications," he said. Working to deliver quality products is pivotal to the firm's success, and its leadership takes pride in the Japanese tradition of delivering the best-possible customer service. "The main point that differentiates us is the quality assurance that companies in Japan can offer, aligned with our high technical capabilities. A customer-first attitude is paramount so that even after purchase, they can receive a high level of aftercare service," said Taniguchi. In such a fast-moving and ever-evolving industry, prioritizing innovation is crucial to the firm's continued success.

As a result, its R&D department works hard to keep up with consumer demands and changing market trends. The sales agents collect essential feedback from clients before the technical team and then work with a wide range of stakeholders to push development. "Sometimes, we work with startups, competitors and academic researchers to create new technologies. Our teams also visit expos centered around a range of industries, which helps to spawn ideas about products that we may not have even thought of yet," said Taniguchi. Looking to the future, the company hopes to strengthen its position in the Japanese market to take advan-

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tage of Society 5.0 developments while also strengthening ties with other players in the industry. "We have to maximize our strengths so we can specialize in certain areas, specifically robot cables and those destined for the semiconductor market," said Taniguchi. We also want to raise the status of cable manufacturers in Japan so the manufacturing industry knows about the technology and craftsmanship that we possess." The firm is also looking to expand its overseas horizons and build on its current Chinese subsidiary, Thai manufacturing base and offices in California. Europe and India are important target markets going forward, but making an impact in the U.S. is the number one goal. "Our California office opened in November of last year as we really wish to pursue this market. We have been getting many requests and inquiries there so we have realized the opportunity exists, and hopefully this will allow us to further tackle the large American market," said Taniguchi.



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