

米ニュース雑誌「TIME(アジア版)」に

当社代表取締役社長 田坂良祐のインタビュー記事が掲載されました



Furnishing the World With Japanese Quality

Trading firm Fuji Boeki is working to assist manufacturers across Japan with selling their products to overseas markets via innovative new technology.



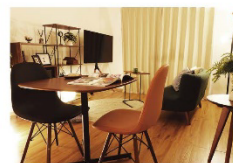
Japanese manufacturing has long been renowned for its high-quality products. In the modern furniture and homeware industry, the challenge for many smaller companies is to bring these products to crowded and cost-competitive markets. That's where Fuji Boeki Co., Ltd. comes in. The trading firm utilizes decades of experience to help bring manufacturers' items to the attention of global retailers.

President Ryosuke Tasaka said that he hopes to "reactivate" the Japanese economy by boosting exports.

"Japanese companies excel in terms of design, function and a level of quality that the world demands." However, many smaller furniture manufacturers lack expertise in exporting. We want to be a bridge for their products – not only in furniture but also in other industries," said Tasaka. The Fukuoka-based company was founded 70 years ago to sell traditional Japanese products to the U.S. military. It then became an import specialist. The company has since developed into a trading firm dealing in furniture and general merchandise, supporting customer convenience and satisfaction. It now deals with 2,400 companies throughout Japan. Fuji Boeki also supports an education scholarship program as part of its desire to contribute to society while also looking to champion and sustain traditional artisan craftsmanship.

At the same time, the firm is actively incorporating new technologies

and trends, such as AR (augmented reality), to develop its business. Tasaka believes the AR system will play a key role going forward and will help customers in the future. "Furniture and interior design have a strong affinity for AR, but it is very difficult for retailers to manage their systems. That's why we have started to offer training by teams who create data in-house," said Tasaka.



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FUJI BOEKI CO.,LTD.



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掲載概要

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■デジタル版 TIME

『Furnishing the World With Japanese Quality (time.com)』

URL:https://partners.time.com/partners/global-kigyo/furnishing-the-world-with-japanese-quality/?prx_t=jzUJAAAAAAmP8PA&utm_campaign=198637&prx_ro=s

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