

Why Yokohama?

—Company Interview Series—

Cheng Shin Rubber Ind. Co., Ltd.

The opening of a Japan office is a cornerstone of our further growth. Hoping to advance efforts to have our tires chosen by Japanese automobile manufacturers and increase delivery to new cars.

MAXXIS®



Mr. Henry Chiu, Representative of Japan Office



At the time we opened the Japan office, I was the only resident employee. The office was launched with support from WBC.

Cheng Shin Rubber Industry, founded in 1967, is the largest tire manufacturer in Taiwan. The company has many production sites in China and Southeast Asia. Belonging to the Cheng Shin/MAXXIS Group, we have over the years been achieving solid sales throughout the world, and are currently ranked ninth globally. To achieve further growth, we are focusing on invigorating our business with Japanese automobile manufacturers. Our tire is already being used in a number of vehicle models. However, a major challenge for us is to strengthen our approach toward automobile manufacturers from the developmental stage of new vehicle models, and thereby increase the amount of tires delivered to new cars. This Japan office was opened in January 2017 in order to achieve this goal. We decided on Yokohama as the location for our office after considering the convenient access it offers to the various automobile manufacturers in Japan, and because of its superiority in terms of initial costs. However, we had very little knowledge on how to go about opening an office. As such, we first went to JETRO and asked for their advice, upon which we were introduced to the Yokohama World Business Support Center (WBC). Since I was the only resident employee at the time of the launch, it was very reassuring to have the comprehensive support of WBC with regards to a foreign company opening an office in Japan; thus, we immediately decided to lease an office with WBC.

Having opened an office in Japan, there has been a dramatic increase in opportunities for us to meet directly with Japanese customers—particularly automobile manufacturers with whom we wish to expand business relationships including new projects. Indeed, I am away half the week on business trips for conducting sales activities or responding to customer needs. I am kept busy every day.

Yokohama is not only a convenient location for offices, but also offers various attractive features as a place to live.

Like Japan, Taiwan is also an island country. And since Taiwan is surrounded by the sea, I have an affinity with port towns. I personally love bay areas, so I immediately fell in love with Yokohama, where you can smell the sea breeze. WBC, where we have our office, is also close to the ocean. It is also convenient as a place for work, and there are many distinctive shopping centers in the area, including within Yokohama World Porters, which is the building where the office is located. I never grow tired of the area, as I discover something new every day. The place where I live is a quiet residential area about seven minutes away by train. I think another positive feature about Yokohama is its extensive residential areas with lots of greenery, which are found very close to such modern business areas as Minato Mirai 21. A second resident employee will arrive soon to work at our office. I am sure that he will also love Yokohama. And I will work together with him to gear up our Japan office for full-scale business operations in preparation for its incorporation. We will be relying on the advice and assistance of WBC with regards to procedures for the incorporation. If we increase our business with Japanese automobile manufacturers, it will also lead to increased demand in markets in China and the United States. The Japan office is tasked with keeping an eye on these markets as we strive to serve as a liaison between our headquarters in Taiwan and the Japanese automobile manufacturers. Therefore, this office in Japan is an important site that will greatly affect the future growth of our company.

Interviewed by Yokohama World Business Support Center, 8/1/2017