

## Why Yokohama?

—Company Interview Series—

# Sensata Technologies Japan Limited

**With increased demand for sensors, we hope to take advantage of the benefits of Shin Yokohama and continue developing our business in an agile way.**



Mr. Hidekatsu Yoneyama, Human Resources  
Department Director



**A massive project involving the relocation and integration of the head office and research and development facilities. We decided on Shin Yokohama upon careful research of potential sites.**

Our company originally started business in Japan as a division of Texas Instruments (TI) in 1964. In 2006 however, Sensata Technologies became independent from TI as a stand-alone entity, and has expanded its technology and business foundation through M&A to become a global leader of sensors and controls. We take advantage of procurement, manufacturing, and development technology on a global scale in supporting our Japanese clients. For many years, our research and development facilities were based in Oyama, Shizuoka, while our head office was located in Yoga, Setagaya ward. A plan arose to move the research and development facilities to a more convenient location closer to our clients, and integrate the facilities with the head office with the aim of further strengthening our business foundation and of enhancing management efficiency. However, this was a massive project that required the company to make a major decision, as it meant shutting down the research and development facilities, with their long history in Oyama, and the necessity of a large number of employees commuting to a new location. We identified various assessment factors, including access to transportation, public facilities and services, risk of natural disasters, office rent, operation costs, and impression of the local surroundings. We then created a list of potential relocation sites based on careful research. The results identified Shin Yokohama as our first choice, since it scored high in the overall assessment considering rental costs, etc. Subsidy programs by the city of Yokohama were a major factor in our decision as well. Fortunately, we were able to find an office in a convenient location just three minutes by foot from Shin Yokohama Station. We made the decision to relocate in 2014.

**We have benefited from Shin Yokohama's convenient location including in terms of a positive impact on recruitment.**

What we realized after moving to the Shin Yokohama office is that it is in an extremely convenient location, just a stone's throw away from Shin Yokohama Station, where the Shinkansen stops. In addition, Shin Yokohama has good access to expressways as well as the airport. Numerous hotels are available in the area to accommodate business travelers or visitors from abroad. Yokohama Station and the Minato Mirai 21 area are just 15 to 20 minutes away by train. For example, our staff can easily access Pacifico Yokohama when we exhibit at various trade shows there. We have seen great improvement regarding access to our clients, which was originally our primary objective, and visits to clients have accordingly increased. In terms of operations, we have seen improved efficiency with the integration of the head office and the research and development facilities, leading to active discussions and quicker decision-making. Recruitment has also been greatly impacted, with large increases in the number of applicants compared to before the relocation. This has exceeded our expectations by far. In particular, we have seen a larger number of engineer applicants, which we hope will be a great advantage for the company in our future business development. With increased automatization in various fields including automobiles, demand for sensors has been rising. Taking advantage of the benefits we have gained by relocating to Shin Yokohama, we would like to continue developing our business in an agile way.

*Interviewed by Yokohama World Business Support Center, 2/1/2017*