

**Greeting remarks Consul General Masato Iso**

**Monday 17. September 2018, 11.30 am**

**50th Anniversary Celebration Mitutoyo in Europe**

**Alte Federnfabrik, Hansaallee 321, 40549 Düsseldorf,**

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Dear Mr. Numata (President, Mitutoyo)

Dear Mr. Sasaki (President, Mitutoyo Europe)

Dear customers, partners and employees of Mitutoyo,

Ladies and Gentlemen,

It is a great honor and pleasure for me to attend the 50th anniversary celebration of Mitutoyo and to deliver a greeting to you. To begin with, I would like to extend my sincere felicitation to the employees of Mitutoyo Europe, the members of parent company Mitutoyo as well as all the partners and agents from all over Europe on this occasion.

Mitutoyo, the parent company of Mitutoyo Europe was founded in 1934 and succeeded in producing micrometers of highest precision 2 years later. This epoch-making micrometer soon became an inevitable tool for entire precision machinery industry in Japan. Later in the post WWII period precision measuring tools of Mitutoyo greatly contributed to enabling the renowned quality control of Japanese products, a key factor of rapid economic growth and industrial structure evolution.

In 1960s Mitutoyo's high quality products were introduced to US and then to European market and after initial difficulties gained high reputation. In 1968 Mitutoyo established its European HQ in Duesseldorf, then due to a rapid expansion of the company relocated to Neuss-Norf.

I would like to touch upon the fact that Consulate General of Japan marked its 50<sup>th</sup> anniversary last year and the Japanese Chamber of Industry and Commerce in Duesseldorf in the previous year. Mitutoyo Europe is thus one of the oldest companies from Japan settled down in this region and extended its business throughout Europe and beyond. Today Mitutoyo Europe has an extensive network, with 13 sales companies and 85 offices in 33 European countries.

In this regard I would like to thank city of Neuss in the name of Japanese Consulate General for its support extended to Mitutoyo and other Japanese companies in Neuss. I would like to take this opportunity to express my sincere gratitude to the government of NRW and NRW.Invest for the continuous support of Japanese companies.

The business track record of Mitutoyo itself is outstanding, but what makes this company even more distinctive is its remarkable contribution to a better understanding of Japanese culture in this region. The EKO House of Japanese Culture in Düsseldorf -Oberkassel symbolizes the company's sense of mission and commitment to social interaction. The foundation stone was laid in 1988 by Mitutoyo company founder Yehan Numata himself and the EKO House today is an integral part of Duesseldorf's cultural landscape. I personally visited EKO-House on last Friday and I am deeply impressed, above all, by its authenticity. I hope you all will enjoy the atmosphere there and feel the spirituality of this phenomenal institution late this afternoon.

On this occasion I would like to extend my sincere gratitude to the company and all those who are dedicated to this mission.

Ladies and gentlemen,

Mitutoyo is one of the pioneers in the future of precision measurements and always tries to meet the customers' requirements; it thus founded Cubic M Solution Center, Metrology Institutes and now proposes innovative software solutions in the era of IoT.

The recently signed free trade agreement between Japan and the EU will certainly pave the way for further evolvement of business of Mitutoyo in Europe and beyond.

With this in mind, I express my hope that Neuss and NRW will continue to offer Mitutoyo Europe a favorable business environment so that Mitutoyo Europe will take off into another successful half-century ahead.

To end my greeting, by the way this is my very first speech as Consul General of Japan in Duesseldorf, I wish all employees of Mitutoyo Europe, customers, management of Mitutoyo and the city of Neuss all the best and continued success.

Thank you very much for your attention!