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Expo 2025 Showcases the Best in Business

All eyes will be on Japan this year as the world prepares for the highly anticipated Expo 2025 in the vibrant city of Osaka. Set on the expansive Yumeshima island venue just a stone's throw from the city center, Expo 2025 will welcome 158 national and regional exhibitors, seven exhibiting international organizations and an estimated 28.2 million visitors from all over the globe. As Japan takes center stage internationally, the country's most innovative businesses are drawing increased attention and forging global partnerships.

Takayuki Kasuga, president of molding manufacturer NiKKi Fron Co., Ltd., hopes to expand his firm's role in the crucial semiconductor field. "In the wafer-cleaning machine sector, Japanese companies hold the number one market share worldwide, and we have strong relationships with these businesses. We are very focused on expanding further into international markets," said Kasuga. Exports have always been crucial to the success of Japan's economy, and today's corporate leaders are keen to continue this tradition. "We send out over 100 million parts annually, with approximately 4,000 flights delivering them to global clients. Our strength lies in our stamina to serve a diverse range of clients worldwide, driven by consistent efforts and attention to detail over the years," said Ichiro Haga, president of Toyo Corporation. Manabu Tateoka, managing director of Suntec Co., Ltd., agreed. "In my view, enhancing and promoting business with foreign manufacturers is key, especially as the euro and U.S. dollar are much stronger than the Japanese yen," said Tateoka.

Amid growing globalization and the rising international excitement surrounding the Expo, Japan's business community is actively building commercial ties with every corner of the world. "We have built factories elsewhere in Asia, and we can provide a full service for clients using our subsidiaries and partner sites in China, Thailand, Vietnam, Malaysia, the Philippines, Indonesia, India and Mexico," said Takehiro Ishihara, president of Nippon Molding Co., Ltd. "I think that looking toward the future, a focus on the Global South will be important. From our base in Singapore, we are looking to further grow in India and Africa," said Toshimasa Numajiri, president and CEO of Numajiri Sangyo Co., Ltd. President of Aoki Trans Corporation, Yasuki Kojima, is also looking to develop business in similar corners of the world. "One of the biggest projects we have at the moment is the Indian market. Through M&As and financial partnerships, we hope to increase our clientele to wider areas, starting from

Thailand and covering more in the region," said Kojima. Meanwhile, OSP Holdings Co., Ltd. President Tadashi Matsuguchi also has far-reaching overseas plans. "We have established new bases in Germany and Australia. With our 30-year history in the U.S., specifically New York, we are focusing on procurement in this area and also see the need to establish a new base on the West Coast," said Matsuguchi. Ryohei Mori, president of Green Science Alliance Co., Ltd., summed up the mood of many business leaders when he said that a global mindset is increasingly important for success. "Our company's objective is to secure capital and expedite our business processes. It is crucial to instill confidence in our investors across different regions," said Mori.

Running for six exciting months until mid-October, Expo 2025, themed "Designing Future Society for Our Lives," will be a vibrant global stage for Japan's innovation, sparking new international growth and partnerships.



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Customer-First Values Driving the Technology Revolution

Japan's OSP Holdings is committed to innovation that ensures business growth and employee well-being, all while prioritizing sustainability.



As Japan faces an aging population and shrinking workforce, integrating new technologies is becoming increasingly crucial for business success. OSP Holdings Co., Ltd., a provider of comprehensive packaging solutions centered on seal and label printing, is dedicated not only to delivering the latest innovations to its customers but also to enhancing employee welfare. "We have upheld a customer-first philosophy for nearly a century while valuing our employees, society and all stakeholders. By leveraging technology, we can

streamline workplace environments, making our employees' work and lives more fulfilling," said Group Representative Tadashi Matsuguchi. Additionally, OSP is actively expanding into markets such as Europe, China and especially the United States, using innovative, environmentally friendly solutions as a driving force. Sustainability is a key theme for OSP, with the company developing new products including topseal films and water-based adhesive stickers. It also plays a leadership role in the Japan Earth Conscious Labeling Association's (J-ECOL) initiative aimed at recycling release paper and optimizing resource utilization. A testament to OSP's commitment to innovation is its participation in Osaka's Expo 2025. The company is providing RFID (radio-frequency identification) wristbands that can monitor visitors' health conditions. "With Japan's labor shortage in mind,

more companies are expected to adopt RFID labels. While we are currently in the testing phase at the Expo, we aim for broader commercialization in the future," said Matsuguchi. OSP is expected to continue to lead the way in innovation with a corporate structure designed to streamline progress and change. "Each group company is aligned vertically from upstream to downstream, with product development and machine engineering linked together. We can easily make innovations to address issues in the packaging industry," said Matsuguchi.



RFID-enabled wristband created by OSP.

Logistics Bringing the World Together

Numajiri Sangyo provides logistics support for different industries across the world, with particular growth in medical-industry projects since the pandemic.



Toshimasa Numajiri
President & CEO
Numajiri Sangyo Co., Ltd.

Success in the logistics industry is defined by reliability and results. That's why Japanese firm Numajiri Sangyo Co., Ltd. has enjoyed impressive growth in the medical and pharmaceutical sectors since the pandemic, playing a vital role in delivering vaccine supplies. The company plans to build on this progress by opening special warehouse facilities to accommodate more healthcare products. It has also been developing new global supply-chain options in an attempt to mitigate geopolitical risks while working on digital transformation, AI and automation systems in response to Japan's declining workforce. According to President and CEO Toshimasa Numajiri, the firm is hoping to add to its domestic success by strengthening overseas client networks. "Looking toward the future, a focus on the Global South will be important.

We are looking to grow further in India and Africa and so far, we have already established several partnerships in these regions," said Numajiri.

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 沼尻産業



Resourceful and Innovative



“We continue to grow by preserving our traditions while developing new initiatives.”

Hidehiro Kasuga Chairman
Takayuki Kasuga President
 NiKKi Fron Co., Ltd.

For over a century, innovation and sustainability have been woven into the fabric of Japanese company NiKKi Fron Co., Ltd. With roots as a wholesaler dating back to 1896, the firm evolved to manufacture new packing solutions from silk and hemp waste. The modern company, now renowned for its fluororesin products, celebrated its 80th anniversary in 2024 by embarking on a new challenge. Developing horizontal recycling of polytetrafluoroethylene (PTFE), classified as a high-performance polymer, that uses machining scraps, the business will soon launch “Sustaina Fron,” the world’s first semiconductor-grade recycled PTFE. With the company motto of “utilize limited resources effectively,” President Takayuki Kasuga notes, “While representing the spirit of the company, this is a perfect fit for modern sustainability. We are still making new history.”



Molded to Perfection



“We want to create consumer goods that are not just thrown away like packaging.”

Takehiro Ishihara
 President
 Nippon Molding Co., Ltd.

Japanese paper packaging manufacturer Nippon Molding Co., Ltd. is developing innovative new technologies to improve sustainability and recycling rates. The Aichi-based firm has been a major player in the molded pulp products industry for almost 70 years and hopes to lead the way in adopting more reusable materials and practices. It is pioneering a new dry mold fiber, which requires no water in its production, allowing businesses to redirect water costs to other operations. President Takehiro Ishihara also reported that the company is exploring new uses for its paper, such as automobile parts and even construction. “We are targeting new product development for the future, particularly dry mold fiber. The difference now is that we are looking at not just packaging but also other possibilities,” said Ishihara.



Manufacturing Expansion for the Global Market

Japanese machine parts firm Suntec is successfully exporting its production technology and principles to a subsidiary in Vietnam.

The Japanese tradition of high quality standards is one of the nation’s proudest assets. Machine parts manufacturer Suntec Co., Ltd. is taking this commitment a step further by exporting both its technology and its philosophy to a production facility in Vietnam. The firm is investing heavily in its new subsidiary’s human resources to help instill the Japanese work ethic and *monozokuri* mindset that prioritizes high standards and customer satisfaction above all else. Managing Director of Suntec, Manabu Tateoka, hopes the new operation will help drive international growth and sales as it targets further subsidiaries around the world. “Clients who visit our factories are impressed by the Vietnamese staff’s ability to deliver expected Japanese quality, thanks to our comprehensive trainee programs,” said Tateoka. The company has been an important part of the machine parts sector in Japan since its founding

36 years ago. With such a crucial role supplying clients in a range of industries, the business is constantly evolving and seeking to pioneer new technology to maintain its position. Moving forward, areas of interest include nanotechnology and high-vacuum equipment. As with many such firms, Suntec is also developing automated systems to streamline and improve the manufacturing process, as well as increasing its interests in analytical instruments. “In particular, the analytical sector is promising, with many scientists dedicated to researching medicines for diseases like cancer,” said Tateoka. “Major players in the analytical and semiconductor manufacturing sectors are European and American companies. Our Vietnamese subsidiary can contribute manufacturing capacity for these foreign companies while optimizing quality, cost and delivery (QCD) in Vietnam,” he added.



Suntec spreads its wings from
 Tsuruoka City to the world

