

# A trusted partner across a range of industries



**Yoshihiko Tsuchihashi,**  
President,  
Kohyei Trading Co., Ltd.

A trading company that specializes in supplying chemicals, Kohyei Trading is a go-to partner to businesses from a whole host of sectors. Established in 1949, the Japanese firm boasts a portfolio of major clients from the automotive, rubber and electronics industries, as well as fields such as agriculture and construction.

"Our business model is both import and export," says Kohyei

## A chemicals specialist, Kohyei Trading offers a comprehensive service.

Trading's president, Yoshihiko Tsuchihashi. "We mainly import chemical products from overseas companies and act as their agent, stocking and selling their products to our domestic customers. Simultaneously, we engage in transactions involving domestically manufactured products, with 90% of sales directed towards the domestic market and 10% for export.

"Our strength lies in our ability to adapt to disruptions in the supply chain. We hedge risks by providing alternative chemicals to our customers, thereby establishing enduring, trusted relationships."

Clients also turn to Kohyei Trading when they need a company to run long-term product-development processes involving multiple stakeholders. "A major example of this is a collaboration to create biodegradable sheets that cover up fields in sweet potato farms," Mr. Tsuchihashi reveals. "They're

made from the residue left behind after juice is extracted from sweet potatoes to make the Japanese drink shochu.

"There's no need to remove the sheet after use – since it's biodegradable, it goes back to the soil, so it's a 100% circular economy. We've been working on this project for about 20 years, acting as a bridge between a chemical company, a shochu manufacturer, an agricultural association and farmers."

Kohyei Trading's knack for building long-running partnerships will likewise be key as it accompanies automobile makers through the transition to electric vehicles (EVs). Combined with its know-how in the industry, the firm is out to leverage its experience in the electronics sector – a field that's becoming increasingly integral to vehicle design. Notably, it will look to capitalize on the expertise that one of

its subsidiaries, Zippertubing Japan, has in the semiconductor industry.

Kohyei Trading is also ready to adapt to automotive manufacturers' changing needs. "The transition to EVs will likely be a long-term process, and various alternative proposals, such as fuel-cell vehicles, will be considered," Mr. Tsuchihashi explains. "With our experience in a range of fields, our approach will be to listen closely to our customers' intentions and proposals."

Having in recent years established a network of overseas bases across Asia, Kohyei Trading is a company that is seeking to strengthen its international presence. "Our focus is on areas with growing populations, namely Thailand, Indonesia and India," Mr. Tsuchihashi says. "We also see Vietnam as a potential growth market."

 **Kohyei Trading Co., Ltd.**  
kohyei.com/en

# Zippertubing Japan: Supporting the creation of cutting-edge tech with reliable EMI countermeasures, cable bundling and anti-heat solutions



**Shiro Takeuchi,**  
President,  
Zippertubing Japan, Ltd.

A subsidiary of Kohyei Trading, Zippertubing Japan is a manufacturer that works with companies from a range of industries, supplying them with electromagnetic-interference (EMI) countermeasures; wire and cable bundling; heat shrink; and heat shielding.

The firm boasts particular expertise in crafting high-quality products that are used by cus-

## The company specializes in supporting semiconductor manufacturers.



Aerial view

tomers in the semiconductor-manufacturing sector.

Having last year celebrated its 50th anniversary, Zippertubing Japan has marked the milestone by opening a new, state-of-the-art production site in Kobe, where the company is based. "It's three times larger than our existing factory," President Shiro Takeuchi explains. "In terms of floor size, it's twice as large as the previous factory."

"We have products that have been used since our foundation, as well as products developed in the past five or 10



Entrance

years. Currently, we're working on new products to cater to existing and new markets. That's why we've established a new factory."

As part of its drive for innovative creations, Zippertubing Japan has teamed up with its parent company to develop a product that harnesses both firms' know-how.

"Kohyei Trading has its strengths, particularly in its relationships with automotive manufacturers," Mr. Takeuchi explains. "On the other hand, we at Zippertubing Japan excel in manufacturing and have



Manufacturing site

strong connections to semiconductor machinery companies.

"In line with the shift towards electric vehicles (EVs), we're aiming to leverage the strengths of both entities by creating a new product specifically tailored to the EV market. We hope to achieve this within three years and are in the R&D phase right now. It's Zippertubing Japan's semiconductor expertise combined with Kohyei Trading's automotive experience."

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