

PERSON OF THE YEAR

TIME

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DONALD
TRUMP
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Keeping Innovation Afloat



“Adding customization to Japanese quality, we are sure to be strong competitors globally.”

Takashi Ogata

President

Riko Float Technology Co., Ltd.

From automobile engines to semiconductor plants, a small, niche product called the ‘NBR Float’ switch is paramount to ensuring safety and reliability. Riko Float Technology Co., Ltd., Japan’s only specialized manufacturer in this sector, is playing an essential role. President Takashi Ogata noted his firm’s importance in future liquid hydrogen vehicle development. “In this form, they can use our float switch products, which gives us potential for future R&D,” he said. Ogata also emphasized the “3Gs” strategy of customer care: *genba* (place), *genjitsu* (facts) and *genbutsu* (products). “When we have customer complaints, we send our employees to the customer’s workplace to look at the actual problem and understand the situation,” he said. With strong sales in Japan, Ogata plans to boost overseas sales to 50%, focusing on South-east Asia and India.

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RIKO Float Technology co., ltd.