



# 176 Suppliers Coming Together! In Celebration of Success at 19<sup>th</sup> SUNCO-kai (General Assembly)



## Grand Reunion of Fastener Industry in Western Japan

Top-notch Japanese fastener trader Sunco Industries (hereinafter written as “Sunco”) has pushed its boundaries outside of Japan in recent years and transitioned into an international fastener trader, continuing to deepen partnership with Taiwanese fastener suppliers and fastener associations (TIFI also known as Taiwan Industrial Fasteners Institute, and TFTA as Taiwan Fastener Trading Association). Last May, Sunco President Mr. Yoshihide Okuyama visited Fastener World in person, right before he invited Fastener World general manager William Liao to the Sunco headquarters. On March 22 this year, the invitation came once again for Fastener World to participate in a large event in Japan held by Sunco.

Utilizing the three marketing channels (Magazine/Web Portal/Exhibition Exposure) of Fastener World, and thanks to the connections provided by TIFI and TFTA, Sunco is gaining traction in popularity both in Taiwan and across the world. While many readers have witnessed Sunco’s high-end logistics technology and the charisma of Japan-style management, you might not already know that **this company, like many American and European companies do, has its own Suppliers Day, also known as “SUNCO-kai (General Assembly)”**. This event is attended by over 100 supplier members each year and that alone shows the significance with Sunco in Japan fastener industry.

## About SUNCO-kai

President Okuyama told Fastener World that **SUNCO-kai began in 2006 and is held three times a year, containing the General Assembly (Suppliers Day) (Photo 1) in March, the Quality Seminar in July, and the Yearend Party in November**. “This assembly was founded to exchange technologies and build relationships among our supplier members. 13 new members enrolled in our list, add up to a total of 176 members, mainly Japanese manufacturers of or related to fasteners. We specially invited Fastener World to cover this event this year in hope for Fastener World to help us and our members deliver JIS standard fasteners to the whole world. The event provides a perfect opportunity for Japanese enterprises to learn about Fastener World Magazine and Taiwanese fastener suppliers it has reported on.”



Photo 1. The event packed with suppliers and all the seats taken



Photo 2. Yasuhiro Nishi, Director of SUNCO-kai and President of Nishi Seiko

The General Assembly was held at Hotel New Otani Osaka. The agenda was broken down into members’ voting, new members introduction, premium quality award ceremony, and dinner party. Mr. Yasuhiro Nishi (of Nishi Seiko Co., Ltd., **Photo 2**), director of SUNCO-kai, gave an opening remark where he said Japanese enterprises are having a difficult time in lifting revenues and are troubled by shortage of components and labors, increased land price and other issues while trying hard to continue manufacturing. He suggested resorting to automation, information technology and digital transformation, which Sunco has already deployed investment in, and therefore he advised the members to seek experience and opinions from Sunco.





Photo 3. President Okuyama of Sunco

Following the director's remark was President Okuyama (Photo 3), the lead character of the General Assembly, who reported that **Sunco begins publishing its own Socket Boy Magazine (in English) to the world this year.** (Editor's note: Socket Boy is a mascot created by Sunco.) The Socket Boy Magazine introduces the latest updates of Sunco as well as cultural angles of Osaka and local enterprises. On another note, he reported that **Sunco now provides 2.09 million types of products, an increase of 230 thousand types.** He stated to continue to bring unique Japanese products to the whole world.

### New Member Introduction

The General Assembly introduced Asia Giken, Kyoei Fastener, KFC, Suzuki, Daiki Mfg.(Daiki Manufacturing Co.,Ltd), Daiwa Denka, Tsukimori Kogyo, Nagasaka, Japan Power Fastening, Nihon Tokusyu Rasen Kogyo, Hoi Tekko, UNYTITE, and Bic Tool, including makers of hexagon bolts, self-drilling and self-tapping screws, anchors, concrete screws, washers, electroplating, small screws and other products.



Photo 4. Sunco procurement manager Miki Hiraoka

### Award Ceremony

In the Premium Quality Award Ceremony, 9 suppliers (Photos 6 to 8) received Sunco High Quality Certificates from President Okuyama. Okuyama said this ceremony encourages members to supply high quality products and export Japan quality to the world via Sunco. With Fastener World's coverage of this event, global readers will see these suppliers honored with the award.



Photo 6. (Left to right) Kokko Plating Industry, Sutoh Works, Teikoku Seiby, ChibaSeira, Heiwa Hatsujo Industry, Master Industry received Premium Quality Award.



Photo 5. 13 new members self-introduction



Photo 8. Sakae Seibyousho received Top Premium Quality Award.



Photo 7. Marukyo Nut (Left) and YDS Corporation (right) received Special Premium Quality Award.





Photos 9 and 10. Dinner party

## Dinner Party

After the ceremony, all members enjoyed dinner and exchanged views in a dinner party (Photos 9 to 11). Sunco invited the mayor of Higashiosaka City on stage who praised Sunco as the perfect export platform for Osaka to enter the world stage: “As a mayor, I witness the manufacturing power and progress of Osaka’s information technology. In recent years the Japanese government has been bringing enterprises to Southeast Asia, India and even Africa to set up factories. I observed apparent increased demand for Japanese high quality fasteners in these regions. Expo 2025 Osaka will be held next April and by then, delegations from Africa and other nations will come visit. Osaka will grasp this rare opportunity, and I’m very much anticipated that Sunco from Osaka will help send Japanese JIS fasteners to the world.”



Photo 11. Tomokazu Takada (Left), assistant manager of purchasing department international trade section, exchanges cards with a supplier

## Secrete Surprise: Sunco x Fastener World Collaboration

Besides covering this event, Fastener World worked with Sunco to bring surprise for the members. A collaboration new to the fastener industry was reached before the event to make a logo sticker featuring Fastener World and Sunco (Photo 12). 200 copies of the latest Fastener World Magazines (Photo 13) with the sticker on the front cover was brought to the venue for the members to read (Photo 14). More than 40 members applied to get their hands on these magazines on the day of the event, said Sunco, which shows the level of interest by Japanese enterprises in the industry and company intelligence listed in the magazines. Sunco made preparations to carefully select members and sent out all the copies. After the General Assembly, Sunco arranged for a photoshoot of president Okuyama and main directors holding the Fastener World Magazines (Photo 16).



Photo12. Fastener World and Sunco collaboration sticker, with the title that reads “Connected to go global”

SUNCO-kai will have its quality seminar this July and yearend party on November 15. It is scheduled to be held again next year and the future potential is promising with Sunco going hand in hand with Fastener World on the world stage. ■

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Photo 15. Sunco staff lining up outside to see the members off



Photo 16. Sunco's main directors hold Fastener World Magazines in a photoshoot



Photo 13. Fastener World Magazines with the collaboration sticker



Photo 14. Display of Fastener World Magazines at the venue for member's reading

