

TIME

THE SALESMAN

Thai Prime Minister **Srettha Thavisin** is open for business in a country that feels shortchanged by his election

by CHARLIE CAMPBELL



Surface Treatment Pioneers

Japan's Asahi Precision has enjoyed 75 years of success by prioritizing quality.



—Yasumitsu Yamanaka
President,
Asahi Precision Co., Ltd.

It's a company that began life as a small business employing only eight people, developing electroplating technology. Seventy-five years later, Asahi Precision Co., Ltd. has grown into a company that counts some of the biggest brands in the world as clients and is involved in landmark projects for the International Space Station. The Japanese surface treatment developer, renowned for coatings and mold technologies across a variety of industries, aims to expand its business across the Asia-Pacific

region while always looking to improve its product line. Recent success stories include its PHOSBLACK and SOLBLACK ultra-low reflective coatings, with high light absorption and UV resistance. A niche business, Asahi Precision places great importance on collaborations with private-sector clients such as



Asahi Precision has been honing its techniques for decades.

Boeing, as well as higher education partnerships such as Hokkaido University's International Space Station project, and the University of Tokyo's work on a gravity-wave telescope. According to the firm's president, Yasumitsu Yamanaka, this success is built on both strong customer relations and a commitment to ever-higher levels of service. "When we develop a product, we always maintain clear communication with the client. At the fundamental level, we work on basic research constantly," said Yamanaka. He hopes these developments can help fuel

international expansion, with Indonesia, Thailand and Vietnam as targets, while India and Africa are longer-term goals.

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SOLBLACK surface treatment.