

米国のニュース雑誌「TIME」誌（2024年2月26日号）に、当社の代表取締役 上岡淑朗のインタビューが掲載されました。

FEB. 26, 2024



MrBeast.
How He Became the Most Watched Person In the World
by BELINDA LUSCOMBE

time.com

Content from Global Kigyō

Proudly Made-Up in Japan



"In a market dominated by conventional approaches, our commitment to innovation and gentleness positions us as leaders."

Yoshio Kamioka
President,
Jupon International Inc.

Innovation has always been one of the core drivers behind Japan's economic success. In the cosmetics market, for example, OEM firm Jupon International Inc. is leading the way with developments not seen anywhere else in the industry. The company has created a pioneering water-soluble foundation with a serum base that no longer requires a primer and has also introduced the use of botanical exosome ingredients derived from stem cells in skin care. The manufacturer is looking to build relationships with the biggest industry players, though it is already renowned for successful partnerships with more than 100 companies in the field. "As leaders in natural cosmetics, we thrive in niche areas, constantly proposing new ideas," said President Yoshio Kamioka.



Scan to learn more



Health: Japan's Top Priority

In the modern world, health is about more than just vital signs. Well-being, energy and positivity are all playing an increasingly important role in the way people live. That can be through sports and exercise, beauty treatments or even with the pets people bring into their family home. In Japan, businesses operating in these areas are enjoying great success by utilizing traditional strengths such as customer service, innovation and quality standards. Yoshio Kamioka, the president of cosmetics firm Jupon International Inc., highlighted his company's customer service strategy. "As leaders in natural cosmetics, we thrive in niche areas. The simplicity of our products, combined with the lack of need for elaborate explanations, enhances their popularity," said Kamioka. Masahide Terada, the president of SHOBIDO Corporation, believes high standards must be paramount in the cosmetics field. "The most important thing for a Japanese company is its commitment to quality and functionality," said Terada. According to Yasuhiro Yamamoto, president of sporting goods firm Senoh Corporation, customers are increasingly conscious of healthy living. "Worldwide, I think more people are concerned about well-being and are more interested in fitness equipment," said Yamamoto. Japan is also home to a thriving pet culture that supports well-being among owners and has been proudly supported by retail chain DoggyMan H.A. Co., Ltd. "We aim to establish a sustainable life that encourages harmony between pets and human beings," said President Yuichi Hayashi.

The Best Service for Pets and Owners

Japanese pet supplies manufacturer DoggyMan is dedicated to creating a range of quality products that enhance the bond between owners and their beloved animal companions.

For modern owners, pets are increasingly seen as members of the family. That is why Japanese retail business DoggyMan H.A. Co., Ltd. places such great importance on the taste and quality of all its food, treats and accessories sold across Asia. The firm, which recently celebrated its 60th anniversary, offers an incredible range of more than 3,000 products to help feed, care for and entertain animals ranging from cats and dogs to insects. While producing a wide variety of items and catering to a diverse range of species, the company has one simple strategy—to improve the lives of pets and their owners. Research has shown that with animals playing an ever more central part in people's lives, owners are more likely to spend more money on them, with the global market recently valued at \$320 billion and forecast to grow to \$500 billion by the end of the decade. The current Japanese market share has been estimated at \$11.8 billion. While the company has existing operations across Asia, it harbors ambitions to make inroads into European and U.S.



DoggyMan Dog Fortune Wheels for Interactive Feeding Game. European and U.S.

markets. DoggyMan is also a keen supporter of animal welfare issues in Japan. This includes working to improve pet access in public places and transport, with the firm developing new carry-case products. It also campaigns for better dental health for pets and works to stop animal neglect. "Our corporate vision is to become the best partner for the best pet life. Through our products, we hope to improve the relationship between humans and pets," said President Yuichi Hayashi.



Scan to learn more



White Grooming Series: Slicker Brush



DoggyMan H.A. Co. Ltd.

Silky Chicken Cubes with Vegetables



www.global-kigyō.com

Content by Global Kigyō Co., Ltd.