



Asian Productivity Organization “The APO in the News”

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Kubota Corporation plans to set up plant in S Asia

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Dhaka, Sept 21 (UNB) – Kubota Corporation, the world’s top agricultural machinery-manufacturing company, wants to make a stronger presence in Asian region through establishing a manufacturing plant in South Asia offering suitable models and prices, says a senior official.

“If such a plant is set up in the future, we’ll be able to provide suitable models at suitable prices for countries like Bangladesh, Pakistan, India, Cambodia and other countries,” Hayashi Shigeo, General Manager, Farm and Industrial Machinery Administration Department of the Corporation, told a UNB correspondent at his office in Tokyo, Japan recently.

He said they have been planning to set up a plant in any suitable country in South Asia, and they actually want to have a plant in India.

“There’ll be growing demand for agricultural machineries including modern tractors in the Asian region,” Hayashi Shigeo said.

Responding to a question, Hayashi Shigeo said it will not be possible to export machineries, especially tractors, from Japan to South Asian countries as the price will be higher. “So, if there’s a plant, it’ll be easier to meet the demand.”

He hoped that they will be more active in the Asian region in the coming days as the agricultural sector has been going through a technological transformation.

Kenichiro Kaminishi, General Manager, Tsukuba Technical Training Center of Kubota farm and Industrial Machinery Services Ltd, said they are now exporting their products to over 50 countries in the world. “We have plants in Thailand, China and America.”

Kubota Corporation of Japan, the first agricultural machinery manufacturing company in Japan to receive the prestigious 'Deming Award,' for manufacturing excellence, was established in 1890 and has become an international brand leader with a focus on contributing to society by offering environmentally compatible equipment designed to improve quality of life.

The Asian Productivity Organisation (APO), as part of its programme – 'Multi-country Observational Study Mission on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners' -arranged the interaction with Kubota officials.

APO Agriculture Department Director Joselito Cruz Bernardo, APO senior officials, including Martini Abdul Aziz, Mutsumi Nojima and Mitsuo Nakamura were also present during the interaction.