



March 30, 2018
Fuji Machine Manufacturing Co., Ltd.

Changing the company name from Fuji Machine Manufacturing Co., Ltd. to FUJI CORPORATION

Fuji Machine Mfg. Co., Ltd. (headquarters: Chiryu, Aichi, Japan; president & CEO: Mr. Nobuyuki Soga), is changing its company name to “FUJI CORPORATION” in English and “kabushikigaishaFUJI” in Japanese, a change which is scheduled to take effect from April 1, 2018.

Comment from Mr. Nobuyuki Soga, President & CEO

Fuji was founded in 1959 as an industrial robot manufacturer. Its core business is in the manufacture and sale of electronic component moulder robots and machine tools, supporting manufacturing all around the world.

In today's constantly changing environment brought about by the rapid growth of IT, we believe robot technology will contribute to creating an enriched society. These changes inspire us to raise awareness of the needs within the industry. By investing our management resources into intensifying development of our own technology, as well as into open innovation which extends beyond industrial borders, we aim to flexibly and quickly expand into new fields.

We are unifying our brand with our company name in conjunction with the 60th anniversary of Fuji's founding. This change in company name shows our determination for further growth as a global brand. Facing the challenges we must meet head-on to create innovative technology and value in line with our corporate slogan, "Innovative Spirit", Fuji will be reborn with a new brand of determination. We are also changing the names of the following locations on the same day.

Before change	After change
Fuji Machine Manufacturing Co., Ltd. Fujioka Plant	FUJI CORPORATION Toyota Plant
Fuji Machine Manufacturing (Europe) GmbH	FUJI EUROPE CORPORATION GmbH

Reference

May 11, 2017: Changing the company name from Fuji Machine Manufacturing Co., Ltd. to FUJI CORPORATION

http://www.fuji.co.jp/e/datas/pdf/news/20170511_Changing_the_company_name_from_Fuji_Machine_Manufacturing_Co.,_Ltd._to_FUJI_CORPORATION.pdf

June 29, 2017: Company Name to Officially be Changed to "FUJI CORPORATION"

http://www.fuji.co.jp/e/datas/pdf/news/20170629_Fuji_Machine_Manufacturing_Co.,_Ltd._name_change_to_be_made_official.pdf



Company profile

Company: Fuji Machine Manufacturing Co., Ltd.

Representative: Nobuyuki Soga, President & CEO

Address: 19 Chausuyama, Yamamachi, Chiryu, Aichi Prefecture

Foundation: April, 1959

Business: Electronic component mounter robots and machine tools manufacturing and sales

Capital: 5,878 million JPY

URL: <http://www.fuji.co.jp/>

Contact for detailed information

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