

## Robot Manufacturer Fuji Has Relocated the Dongguan Office in China and Expanded the Showroom

Automation system with the new NXTR on show, boosting promotion of automation solutions in China

Fuji Corporation (headquarters: Chiryu, Aichi; Representative Director, President and CEO: Joji Isozumi; hereinafter referred to as "Fuji") has relocated its Dongguan office, which is a key base in the South China region of its group company, Fuji Machine China Co., Ltd. (headquarters: China; Chairman and Managing Director: Sei Mori; hereinafter referred to as "Fuji Machine China"), and expanded its showroom. We held a completion ceremony with the participation of over 100 people involved in the project on September 25, 2024. This base will also be used as a venue for seminars and private shows for customers in the future to further strengthen our local sales and service systems and improve our ability to make automation proposals.



(From left to right) Yuji Koyanagi; Fuji General Manager of Sales Department 2, Tetsuya Asaoka; Fuji Senior Executive Officer, Takeshi Sato; Fuji Board Member and Executive Officer, Sei Mori; Fuji Machine China Chairman and Managing Director, and Huang Jianwei; Fuji Machine China Vice General Manager

The Dongguan office was established in 2008 and has been responsible for after-sales support of Fuji's SMT-related equipment in the South China region. In the showroom that was newly opened with this relocation, visitors can see demonstrations of the state-of-the-art production floor automation system using the latest model NXTR <sup>Note</sup>. The showroom also exhibits machines that automate the process of manual part insertion into panels, for which demand is growing year by year due to labor shortages and rising labor costs.

Note: **NXTR** is an SMT pick and place machine that places components onto electronic circuit boards to be built into electronic products. This cutting-edge SMT pick and place machine was developed for unmanned SMT factories as a platform for the FUJI Smart Factory (FSF) concept; Fuji's unique concept using the advanced automation and digital transformation technologies.



Fuji is expanding its showrooms as part of its business strategy to provide customers with hands-on experience of cutting-edge automation systems. The opening of the new showroom is part of the company's efforts to strengthen its ability to promote automation systems in China, and is intended to meet the growing demand for automation in China against a backdrop of soaring labor costs, a shortage of human resources, and growing calls for improved production efficiency and quality through automation. Fuji will continue to expand the number of showrooms where customers can experience the latest automation systems on a global scale.

## Company profile

### About Fuji

Company name	FUJI CORPORATION
Representative	Joji Isozumi, Representative Director, President & CEO
Address	19 Chausuyama, Yamamachi, Chiryu, Aichi 472-8686 Japan
Established	April 1959
Business details	Development, manufacturing, and sales of SMT pick and place machines and machine tools
Capital	5,878 million Yen
URL	<a href="https://www.fuji.co.jp/en/">https://www.fuji.co.jp/en/</a>

### About Fuji Machine China

Company name	Fuji Machine China Co., Ltd.
Representative	Sei Mori, Chairman and Managing Director
Address	Pine City Hotel Room #1018 Dong'an Road 8 Shanghai 200032, P. R. China
URL	<a href="http://www.fuji-mc.com.cn/e/">http://www.fuji-mc.com.cn/e/</a>

## Press Contact

### Public Relations office

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