

Interview with President Makoto Kohno published in Forbes

We are pleased to announce that an interview with KITZ President and CEO Makoto Kohno was featured in Nationwide Edition of the USA (December 2022 / January 2023) of Forbes, a global business magazine.

KITZ's strengths, medium and long-term growth initiatives, and strategies for expansion in the American market are discussed in the feature article on "Monozukuri, the irreplicable component that makes the Japanese manufacturing industry truly unique".

■Forbes Nationwide Edition of the USA

The full article

KITZ CORPORATION: state-of-the-art valves for all fields' applications

What is, in your opinion, the true essence of Monozukuri and what makes it so difficult to replicate by other countries?

My opinion about Monozukuri in Japan is that here we have excellent technology, the capacity to do things at a high quality level, which has been passed on for years. We maintain our strong will of pursuing the excellence in our products and the way of making things.

KITZ Corporation manufactures valves and you have 90 thousand varieties of valves and liquid controls. You serve all kinds of industries, of all sizes. What is the added value that you are giving to your products?

One of our strengths is that, since the foundation of our company 70 years ago, the mission and the policy of the founder is having the seamless process from the castings, processing, assembling and also inspection our own processes. Usually, valve companies buy the castings from other companies and do the processing, assembling and inspection on their own. We produce our own castings. Our basic essence is to carry out every step of the process by ourselves.

We know that KITZ is a wholly vertically integrated group, involved activities ranging from casting, sales, to services. In what ways have this integration helped your company in your overall business operations?

We think that timing is a very important factor. We provide products to our customers efficiently and without delays. Our capacity of producing our own material also helps us to meet the requirement of different fields. This gives us an advantage over our competitors who have to bring their materials from other companies.



KITZ serves many different sectors, like construction, infrastructure, hi-tech, electronics and so on. What are the synergies that this wide range of services provides to your product?

I think we are the only Japanese company providing valves comprehensively to different fields. Some sectors are in good shape and some others aren't. Since we have a lot of transactions and relationships, if one sector is in a difficult situation, we can compensate those losses with other sectors from our wide spectrum of customers.

KITZ came up with a new, long term vision called "Beyond new Heights 2030". Would you run us through the main points?

Our mission for 2030 is, while strengthening the foundations of core businesses such as building facilities, to improve the growth areas such as semiconductors and fine chemicals.

We also want to contribute to a greener environment by entering into hydrogen and clean energy businesses. As for our global presence, we are targeting North America, ASEAN, China and India.

About the American market, what would be your strategies when expanding there?

We have introduced industrial valves into the US market, but now we started to make our commercial valves meet the specific need of the US customers, for example their requirement to simpler piping method, and lead-free materials for water using. If any commercial valve manufacturers share same synergy with us, we would love to make alliances in the US. There is a growing need of the semiconductor and related industries such as data center; we want to focus on selling to them.