

HII-COOK

Café

NEWS LETTER FROM ASAHI SOSETSU co.,Ltd. | 2021 Year-End Issue

Greetings

With the year 2022 just around the corner, I, along with all Asahi staff, am very happy for your continued success and thankful for your loyal patronage throughout this year.

Many things, both bad and good, happened in this COVID-19 pandemic year. Even though the infection was further spreading, I heard much good news about sports. I was very impressed by both domestic and foreign Olympic athletes. They did their very best in this challenging time: they had only limited practice time and must have been worried and nervous even during the games.

As for Japan, it has been ten years since the Great East Japan Earthquake, five years since the Kumamoto Earthquake, and thirty years since the eruptions of Mt. Fugen in Unzen. I found the sufferers were still grieving though the areas were recovering steadily. I re-realized that we should learn from past events and take preventive actions because we could not control natural disasters. Outside Japan, good things were that the policeman who brutally murdered a black person was finally convicted, a positive step for human rights protection, and that the Afghan War ended. Bad things were that Myanmar military coup erupted and that pro-democracy forces declared a military campaign launch in September. I was appalled by the bad news and have worried about the ever-worsening situation since.

While many disasters, incidents, and scandals have occurred in Japan, I am living thankfully in peace now. I believe that now is the time to grow and to be prepared. Though currently focusing on domestic matters due to the pandemic, I would pay closer attention to the international situation and trend more in 2022 to make the next leap ahead at exactly the right moment.

To conclude, please take care during this busy and icy season, and I wish you a glorious new year. I am sincerely looking forward to seeing you face-to-face in 2022.

January, 2022
Kota Yamamoto, President
Asahi Sosetsu Co., Ltd.



Follow us on social media!

Asahi as Your Good-1 Partner Looking Back on the Year 2021: Coexisting with COVID-19 *

We would like to express our profound gratitude toward our customers and business partners for their understanding and cooperation in our anti-infection effort.

●Firmer Actions Taken against the Novel Coronavirus Infection in 2021

It is almost the end of 2021, and there are decreasing cases of coronavirus infection. Back at the beginning of the year, contrarily, the number of newly infected people increased sharply nationwide: Tokyo, for example, reported more than 2,400 (the record number) cases of the virus. Consequently, Tokyo and three other prefectures proclaimed a state of emergency. To this end, we have been relentless in response to the potential spread of the virus: we have ensured to wear masks, do hand antiseptics, and avoid the three Cs. We have also established new business-trip rules and work shifts. Each one of us has become further careful and acted accordingly.



●Remote Work System for Sales Personnel

We first urged our Tokyo, Osaka, and Fukuoka sales office staff to avoid forms of public transportation that may contain the three Cs and work from home to avoid a crowded work environment. We also introduced a VPN (a virtual private network), a secured network connection, to enable the staff to work efficiently even in times of emergency. Shorter commuting time, the fruit of teleworking, reduced their physical and emotional burdens and gave them time for family dining, rest, and personal development. We first urged our Tokyo, Osaka, and Fukuoka sales office staff to avoid forms of public transportation that may contain the three Cs and work from home to avoid a crowded work environment. We also introduced a VPN (a virtual private network), a secured network connection, to enable the staff to work efficiently even in times of emergency. Shorter commuting time, the fruit of teleworking, reduced their physical and emotional burdens and gave them time for family dining, rest, and personal development. The staff once had been scarcely able to communicate with each other face-to-face and had difficulty sharing information. They, however, solved the problems with such communication tools as Chatwork and Zoom and became able to work remotely smoothly. While the pandemic forced us to work differently, it gave us a chance to realize the importance of communication, develop new cooperation systems and reassess our work efficiency at the same time.

●Regular Corporate Strategy Meeting

We hold such a meeting twice a year to internally share management strategies, for example, management policies and the next term business plans. We broadcast the last meeting live online. Every one of the participants from their offices, factories, and homes appeared on the screens. The winners of the best employee award, named HI-COOK Prize, and manager's awards were announced and celebrated at the meeting.



HI-COOK Prize Recipient: Hiroto Hayashi, Manufacturing

Having come from Ishikawa Head Office, I am now working for Tokyo Sales Office fortunately with generous support and encouragement from the chairman, the president, the sales manager, the production manager, and many others. I will continue to do my best to return as much of the favor as possible.



●Modern Sales Approach to Cope with the Coronavirus

We could not visit our domestic customers ordinarily for a long time. Sharing a sense of crisis, we communicated with each other through telephone calls and emails and in remote conferences and did shop work with intensified anti-infection efforts instead. Regarding visiting overseas customers, we could neither enter some countries nor some customer's factories. On the other hand, current Korean and Taiwanese domestic demand is expanding nearly to the same level as pre-pandemic times. Thai business regulations are getting relaxed gradually too. Having suffered the inconvenience of face-to-face business communication ourselves, we plan to employ ICT tools and the internet further to facilitate effective information sharing and customer support.

* This article was written as of the end of November 2021.

●TV Commercials

We publicized Asahi as a global food processing machine manufacturer under the theme "Bringing Fried Foods to the World."



●Social Media

Our company and product information is available on Facebook, Instagram, and other conventional websites from all over the world.

●Trade Show

<Domestic Exhibitions>

Mar. 2021: MOBAC Show 2021 (at Intex Osaka)

It was held under tight control due to the COVID-19 pandemic.

Asahi Sosetsu exhibited a fryer and an oven for rice crackers and snack food industry for the first time.



Jun. 2021: FOOMA Japan 2021 (at Aichi Sky Expo)

It was held in Aichi prefecture for the first time. It had been two years since the last FOOMA: the 2020 exhibition was canceled.

The show attracted many visitors. We had in-depth business discussions at the booth.



Oct. 2021: SOUZAI・DELICA JAPAN 2021 (at Tokyo Big Sight Aomi Exhibition Halls)

Totally 169 companies exhibited in six specialized events such as the SOUZAI・DELICA JAPAN. The show had visitors from all over Japan and a range of backgrounds.



<Overseas (Thai) Exhibitions>

Many shows have been postponed or canceled due to the COVID-19 outbreak in Thailand.

THAIFEX – Anuga Asia 2021 (Bangkok, Thailand)

Though we had planned to participate in the event, it was postponed until 24th May 2022.

ProPak Asia 2021 (Bangkok, Thailand)

Though we had planned to participate in the event, it was postponed until 15th June 2022.



Editorial Note

Public Relations Department

How are you enjoying HI-COOK Café? Through the newsletter interviews and photographing, we had opportunities to share food passion with our valued customers and facilitate intracompany communication: they built a bridge between customers and all Asahi staff. We will continue to do promotions through TV ads and newsletters to acquaint our customers with our products and us. You can find us through such media as Instagram, Facebook too: scan the QR codes on this newsletter front cover to visit them. anti-infection efforts instead. Regarding visiting overseas customers, we could neither enter some countries nor some customer's factories. On the other hand, current Korean and Taiwanese domestic demand is expanding nearly to the same level as pre-pandemic times. Thai business regulations are getting relaxed gradually too. Having suffered the inconvenience of face-to-face business communication ourselves, we plan to employ ICT tools and the internet further to facilitate effective information sharing and customer support.



Saika Yoshida

Emi Hatanaka

ASAHI SOSETSU CO.,LTD.

Head office	1863-1 Miyanaga-machi, Hakusan-city, Ishikawa 924-0017	+81-76-275-8159
Research center	500-3 Mizushima-machi, Hakusan-city, Ishikawa 924-0855	+81-76-277-8159
Tokyo office	4-15-33, Shibaura, Minato-ku Tokyo 108-0023	+81-3-3453-8159
Osaka office	7-1-26 Nishinakajima, Yodogawa-ku, Osaka, 532-0011	+81-6-7662-8159
Fukuoka office	2-12-5 Yamada, Oonojo-city, Fukuoka, 816-0922	+81-92-574-1802

<Agency>		
Yasuda Co., Ltd.	18-7-21 Kitanijuyohigashi, Higashi-ku, Sapporo-shi, Hokkaido, 065-0020	+81-11-785-1768
Meiko Co., Ltd.	8-9 Sakae-cho, Shiogama-shi, Miyagi 985-0063	+81-22-363-2521
Keijo Foods Machines Co., Ltd.	3218-5, Oomiya-cho, Wakaba-ku, Chiba, 264-0016	+81-43-262-8466
SK System Co., Ltd.	12-30, Kotobuki-cho, Suruga-ku, Shizuoka, 422-8055	+81-54-281-8581

<Associated company>

HI-COOK Co.,Ltd / Asahi Sosetsu Korea Co.,Ltd. / HI-COOK (Thailand) Co.,Ltd. / Asahi Sosetsu (Thailand) Co.,Ltd.