

September 25, 2025

Newsletter

To All Members of the Press

IRIE KOKEN CO., LTD.

Yuji NOBUYASU – Profile Sheet

Driving AI Implementation, Cross-Departmental Experience, and Communication-Driven Leadership

IRIE KOKEN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President: Norihiro Irie; hereinafter, “our company”), which develops and sells bellows used in semiconductor manufacturing equipment and high-speed railways, announces the profile sheet of Executive Officer Yuji NOBUYASU.



Yuji NOBUYASU

Executive Officer, Head of ISO & Quality Assurance

General Manager, Quality Assurance Department / Officer, IKC KOREA (51 years old)

■ Transferred from a Career Devoted to Sales

I joined the company as a new graduate in 1996. Having worked exclusively for this company until now, I may be a rare case in a company where many employees have diverse backgrounds. After joining, I was assigned to the sales department and, for 26 years, I sat down face-to-face with customers to discuss our products as a salesperson. A turning point came in 2009.

■ Establishing IKC KOREA

In 2009, I was assigned to launch what was then our Korea branch, now known as IKC KOREA, and spent about two years stationed in Korea. Subsequently, on March 31, 2014, all business of our Korea branch was transferred to SYSCOM Co., Ltd., a holding company for our Korea operations, and from April 1, 2014, the new company name became IKC KOREA CO., LTD. I have continued to support IKC KOREA since then. IKC KOREA serves as a base for both manufacturing and sales. Although this

was my first experience launching operations overseas, I was able to pave the way forward through perseverance and the cooperation of others.

■ Surprised by New Assignment

After returning to Japan, I resumed my sales responsibilities as a manager, but in 2021, I received a surprising reassignment. I was assigned to work in quality assurance. Although it was a completely different field, I saw it as an opportunity to reflect customer needs and issues—gathered from my sales experience—back into the company, and I tackled the new role through trial and error. My strength lies in interpreting things from the customer’s perspective and considering our company’s circumstances, thanks to my sales background. Our company has two factories in Shikoku and a technical center, each with a quality assurance department, and the headquarters oversees them all. My current role is to coordinate company-wide quality assurance, manage customer complaints, and handle ISO matters.



■ AI Implementation Leader

Our company holds an “AI Utilization Planning Contest” to promote AI adoption. After completing a six-month AI training program, I participated in the first contest in 2022. The contest aims to promote “AI utilization,” and I proposed the introduction of “speech transcription software” as a quick win. Through my daily work with IKC KOREA and my experience in launching the branch has given me a profound appreciation for the importance of communication.



Even now, interpreters are arranged for important meetings, but I felt that the “language barrier” increased workload and hesitation to participate in meetings, which could ultimately inconvenience customers. That’s why I made this proposal. Fortunately, my proposal won an award, and after a trial period, we were able to implement it company-wide as early as October 2023.

■ The Importance of Communication

After the implementation, the “language barrier” was eliminated, and communication became more active than before. As employees used the system, “secondary effects” began to appear. More people wanted to “know more about others,” and some employees started learning foreign languages on their own initiative. Instead of relying on transcription, people wanted to “speak directly,” and this desire led to action. Our company has an educational system



called the “SHUHARI Academy.” Employees teach and learn from each other, which helps pass on skills and aims to grow the company into one that lasts for 100 years. All content is provided in video format. Among the many contents, there is also a company introduction video for IKC Korea, naturally presented in Korean by a local employee. It is very gratifying to see the number of views increasing significantly. Even though our bases are different, as colleagues in the same company, “mutual understanding and active communication” are essential for improving the quality of our work. As someone responsible for operations, I hope to further activate communication and deliver high-quality products to our customers.

Company Overview – IRIE KOKEN CO., LTD.

President & CEO: Norihiro Irie

Established: May 24, 1966

Capital: 150 million yen

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Employees: 200 (as of March 31, 2025)

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