

**"Reinforcing Circuit Test Connector Business for ASEAN Market"**

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**■ Summary**

Yokowo has re-evaluated business opportunity for each Business Unit and overseas sales operation carefully in order to establish the mid-term business plan. In a series of reinforcement program for overseas market, Yokowo sets up engineering service and localized manufacturing of IC Sockets in ASEAN Markets where manufacturing sites of IC markers in the world are situated in order to activate CTC business in this area.

**■ Background**

In Asia, the world biggest production region for PCs and mobile phones, IC consumption also has been growing and represents 30% share in worldwide market right now. In 2002, it is estimated about US\$400 million sales and expects double-digit growth in future.

Small and High performance BGA/CSP packages are incorporated for mobile phones and digital CE products heavily, and its production volume will increase 20 to 25% growth. Under this circumstance, we anticipate the device test demand and application may increase and diversify, accordingly, a number of inquiry of IC Test Sockets have been increased recently.

To respond customers' requirement of the IC Socket, working for IC makers very closely, developing the best test solution and quick turn around time are key to success. Yokowo has success business experience in Taiwan that is an integration of three key functions: Sales/Engineering/Production in one place few years ago when IC business starts up. As result, Yokowo enjoys a high reputation from the market and has turned into profitable business.

**■ Future Plan**

To utilize this experience to ASEAN market,

- (1) Positioned a Sales Engineer in Singapore Office, sales center for ASEAN and setup Engineering service.
- (2) Invested CNC machines and Clean room in Malaysia plant, a main assemble plant of contact probes, and established socket manufacturing line.



This Localization Project has already launched from July. As result, turn around time is shorten to two weeks instead of three weeks and still challenging for much shorter time. (one and a half weeks = 50% shorter)

Yokowo reinforces business relationship to existed customers as well as developing new customers from now on.

■ Outlook

1. Capital investment: US\$7,000,000
2. Sales target: US\$300,000 per month
3. No. of staff: 8 persons
4. Production capacity: 50 sets per month

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