

Yokowo Corporation's CTC Division Expansion in Taiwan

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■ Outline

Yokowo announces the expansion of its circuit test connector factory in Taiwan. Yokowo Micro Tech Co., Ltd., Yokowo Corporation's subsidiary in Taiwan, expects to double its local market share by strengthening production and sales with this factory expansion.

■ Background

Yokowo is confident that the business opportunity to expand its overseas market share is extremely high. The expansion of the Taiwan factory is a part of Yokowo's 'Overseas Marketing Project'. The construction phase of the factory expansion project is complete and operations will start in March. Centrally located among Taiwan's IC packaging and testing facilities, it is expected that this expansion will greatly promote Yokowo's business in the area.

■ Market Analysis

Although the Semiconductor industry bottomed out two years ago, it has been steadily recovering ever since. Yokowo's plan is to take advantage of the recovering semiconductor business in Taiwan. Major computer and mobile phone manufacturers are increasingly buying semiconductor related products from Taiwan. In fact, Taiwan is estimated to own a 14% share of the mobile phone manufacturing in the world during 2004. And the growth rate of IC package manufacturers in Taiwan was 20% during the third quarter of 2003 when compared to the same quarter a year earlier. This growth is expected to continue during 2004.

■ Plan

Yokowo's intentions are to not only increase market share by this factory expansion project, but also to further strengthen its strong connections with existing customers. Yokowo's productivity in Taiwan will grow by 50% and it is Yokowo's ongoing mission to match that growth with increased support and education for the involved sales team at the expanded facility. Yokowo's plan is to double the sales of 2003 to 800 million yen in 2004:



Floor Space: Total 713m (previously 383m)
 <Factory> 383m(previously 218m)
 <Office> 330m(previously 165m)
Socket Productivity: 300 units/month(previously 200 units/month)
Investment: 20,000,000yen

Yokowo Micro Tech Co Ltd.

Established: Feb. 1998
Location: Taipei, Taiwan
Capital: NT\$8 (100% Yokowo Co Ltd invested)
Employee: 19
Business: IC test socket manufacture and sale
Contact: Tokyo Human Resources @ 03-3916-3111

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