

A multi-functional trading firm shaped by over 100 years of experience



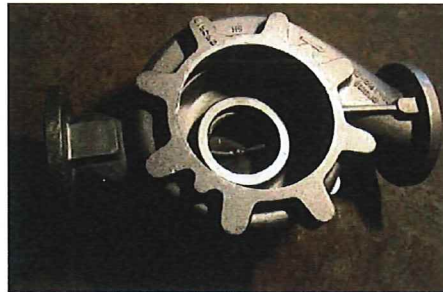
"We coordinate and work closely with our customers, providing the engineering services and sales for their casting products."

Soichiro Kusano,
President & CEO,
Kusano Co., Ltd.

Kusano is a trading company that specializes in foundry raw materials, but its range of services has expanded during its 109-year history. "We used to just sell raw materials, but we now coordinate

Specializing in iron and steel, Kusano not only offers raw materials for the casting industry, but continues to expand its business to meet the demands of its diverse customers.

and work closely with our customers," says President and CEO Soichiro Kusano. "We offer them engineering services along with



Casting product

machinery sales to ensure optimum efficiency, as well as focusing on coordinating the sales of our customer's casting products."

Continuing to evolve its product portfolio is part of Kusano's mid-term strategy, which has several goals. "The first is to develop human resources for the next 100 years," Mr. Kusano

reveals. "The second is to focus on niche products. They're important: it's hard to compete with bigger companies on mainstream products. The third is aggressive investment. We're looking at M&As in transportation and engineering. We also want to focus on steel scrap given it's in demand and aligns with the goal of carbon neutrality."



Market map

A firm committed to the U.N.'s Sustainable Development Goals, Kusano has a major role to play

in a greener future. "Many companies understand they need to make changes, but don't know how. Trading companies are key to assisting them, by advising them



Rice resin file on which sectors and markets are best for their business."

Kusano's mid-term plan also includes strengthening its presence abroad, where it has Chinese, Indonesian and Vietnamese subsidiaries. "We're focused on Asia, which has growing markets due to its growing population," Mr. Kusano says.



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