

# Open up Your Dreams 开启您的梦想

—— Interview with Mr. Masakazu Yamamoto, the Chairman of OKI Shenzhen

—— 访冲电气实业（深圳）有限公司董事长山本雅和先生

冲电气集团（OKI）于1881年由冲牙太郎创立，自成功生产日本第一台电话机以来，经历了136年奋斗历程。目前，冲电气在100多个国家发展事业，子公司94家，正向全球化企业迈进，年销售额达4,516亿日元（约合275.41亿人民币），拥有员工19,464名，其中日本国内12,040名，海外7,424名。冲电气以企业理念“进取的精神”为本，已向日本、中国等全世界42个国家申请了9万多项专利，为全球用户提供信息通信系统和打印机事业领域的产品、技术和解决方案，以ATM和打印机事业为中心，通过38个国家94个机构，向全球100多个国家及地区开展业务。目前公司以机电一体化系统事业本部、信息通信事业本部、EMS事业本部及从事打印机业务的冲信息等四个支柱产业开展业务。公司长期以来，在日本国内为政府机关、银行、交通机关、通信产业、社会各领域提供多种解决方案；在海外，通过提供以ATM为首的金融自动化设备及打印机设备，发挥着企业的社会作用。

特别值得一提的是，冲电气是全世界最先研发制造出纸币循环式ATM设备的厂商。2017年6月13日，ATM唯一的国际行业协会“ATMIA (ATM Industry Association)”在英国伦敦举办了庆祝ATM诞生50周年的纪念大会，冲电气对现金循环处理技术发展的贡献得到高度评价，被授予大会银奖。

1978年，中国实行改革开放。冲电气集团高层以其高超的商业智慧和敏锐的战略眼光作出决策，于2001年7月5日，在中国改革开放的前沿——深圳市南山区华侨城成立，注册资金为港币6750



冲电气实业（深圳）有限公司董事长山本雅和先生  
Mr. Masakazu Yamamoto, the Chairman of OKI Shenzhen

处于稳步发展阶段。冲电气拥有行业先进的技术研发和生产能力，创造了多项全球高端技术，使冲电气在行业中拥有相对的优势地位，也为开拓海外市场提供了坚实的基础。1982年，冲电气开发出世界第一款循环式ATM，之后又开发出现金管理机等金融终端，自2005年起面向中国市场销售，至今累计销售18万台，其专利技术和优质服务深受中国客户所信赖。同时，冲电气也将自主研发的打印机核心技术和产品带到中国，其中以1981年开发出的世界首款台式LED打印机以及大型喷墨打印机最具代表性。冲电气凭借长年累积的技术经验，持续革新打印技术，在医疗、物流、设计等行业应用领域始终保持技术领先的地位。”

□本刊记者 陈海燕

万元，总投资额为港币12128万元，设立了冲电气实业（深圳）有限公司（简称OSZ），下辖冲电气集团下属的机电一体化系统事业本部、冲信息集团两大事业群的业务，由金融机器工场、打印机工场及共通部门（管理部、报关部、财务部及情报管理部）组成。经过16年的发展，员工人数达1552名，主要产品和业务有循环式存取款一体机（ATM）、现金处理机等金融/流通市场产品、针式打印机、彩色打印机、大型喷墨打印机及耗材的制造、销售、设计和研发等。冲电气实业（深圳）有限公司的经营理念是：为更多的人谋求幸福，具体体现在三个方面——提供性能卓越的产品，让客户满意；提供安心的工作环境，让员工及家人幸福；为实现以上愿景，持续推进改革，打造世界第一工厂。

董事长山本雅和先生介绍说：“在进入中国市场以来，经过不断努力，冲电气（OKI）的品牌知名度和市场销路已逐步打开，销售额也



工厂外观 Factory Appearance

2004年1月，冲电气实业（深圳）有限公司被授予“2003年度深圳市加工贸易企业出口百强”称号。2006年，OSZ首次荣登“深圳市工业百强企业”，其后公司保持良好的发展势头，年度销售额最高达到70.7亿元。OSZ凭借良好的业绩，每年均位列“深圳市工业百强企业”之列，最高排名为25位。同时，OSZ自2008年以来，连续入围“中国对外贸易企业500强”，最高排名为220位。公司还连年荣获了“南山区纳税百强”、“南山区工业百强”、“遵守劳动法模范企业”、“全国产品质量监督检查合格企业”、“安全管理工作先进单位”等荣誉称号，并于2015年取得深圳海关AEO高级认证企业最高信用等级，备受社会及市场的高度认可。为进一步扩大工厂规模和投资规模，将深圳发展成为冲电气工业株式会在华南地区主要的生产基地和销售基地，OSZ于2007年1月顺利迁至现工厂（现工厂占地面积36,000m<sup>2</sup>），并于2012年6月成立了石岩加工工场，今年正逢新工厂投产十周年庆典。

谈到冲电气实业（深圳）有限公司的主要产品方向时，董事长山本雅和先生强调说：“在中国，冲电气集团以深圳为首，在北京、上海、大连、常州、常熟、东莞等地设立了公司并开展了硬件生产、软件开发、产品销售等业务。公司今后三年的重点业务战略是中国城市地区的ATM更新、运行中ATM的维



ATM-Recycler G7

保费的确保、农村地区出入钞一体机的扩大销售，沿着这三条线发展OSZ的业务。打印机方面，根据办公打印到产业打印的事业发展战略进行生产。”

企业文化是企业持续发展的精神动力。冲电气实业（深圳）有限公司的企业文化包括四个方面：一是企业的社会责任。公司在进行日常生产活动的同时，不忘履行企业的社会责任。其中，在陕西省榆林地区资助希望小学，多年一直资助西丽街道残疾人。二是开展社会贡献。如2016年，4月以当地小学生为对象开展环境保护教育；5月以当地小学生为对象组织到工厂参观学习。三是多元文化创建活动。为了丰富员工的业余文化生活，公司每年举行员工旅行、新年会、篮球联赛及日语竞赛等活动。四是多姿多彩的宿舍文娱活动。为丰富员工的文化生活，公司在员工宿舍内设置了健身房、电视房、台球室、乒乓球室、图书室、多功能娱乐室等设施。

我们相信，在董事长山本雅和先生的带领下，在全体中日员工的一致努力下，通过为世界各地的客户提供性能卓越的产品和无微不至的服务，为开启您的梦想做出贡献，冲电气实业（深圳）有限公司一定会创造更加灿烂辉煌的明天！



A3 5色打印机 A3 5-color Printer



存取款循环纳机 TC21CE CRS TC21CE



大幅面7色喷墨打印机 Large Format 7-color Ink-jet Printer





篮球俱乐部活动 Activity at Basketball Club



足球俱乐部活动 Activity at Football Club



登山俱乐部活动 Activity at Mountaineering Club



员工宿舍娱乐室 Staff's Recreation Room



员工宿舍阅览室 Staff's Reading Room

**O**KI Electric Industry Co., LTD. (OKI), founded by Kibataro Oki in 1881, successfully produced Japan's first telephone. Having experienced for 136 years, OKI now is running business in more than 100 countries via 19,464 employees (12,040 in Japan and 7,424 in overseas) from 94 subsidiary companies. The company's annual turnover is 451.6 billion Yen for fiscal year ended March 31, 2017 (about 27.541 billion RMB). Sticking to its corporate philosophy "enterprising spirit", OKI has applied over 90,000 patents in 42 countries, and supplied products, technologies and solutions related to information communication systems and printers to users worldwide. Centering on its featured products like ATMs and printers, OKI has presence in over 100 countries and regions via 94 affiliated bodies in 38 countries. At present, the company develops its business via four divisions: Mechatronics Systems Business, ICT Business, EMS Business and Printers Business. In a long time, OKI provides various solutions for governmental offices, banks, communication facilities, communications, and other social fields in Japan; and supplies automatic financial equipment (like ATMs) and printers overseas.

OKI produced the first cash-recycling ATM in the world. On June 13, 2017, in recognition of its contributions to cash recycling technology, OKI was awarded with a Silver Award by ATM Industry Association (ATMIA) at the 50th ATM Anniversary Celebration.

China initiated its reform and opening-up in 1978. With far-seeing perspective and forward-looking vision, OKI's top management decided to establish OKI Shenzhen Co., Ltd. (OSZ) in the Overseas Chinese Town, Nanshan District, Shenzhen,

July 5, 2001. For OSZ, its registered capital is 67.5 million HKD, and its total investment is up to 121.28 million HKD. Under the jurisdiction of OSZ are the businesses from Mechatronics Systems Division and Printer Division, consisting of financial machine workshop, printer workshop and public business departments (management department, custom declaration department, finance department and intelligence management department). Having developed for the past 16 years, OSZ



参加新工厂投产十周年媒体交流会的冲电气集团领导  
OKI Leaders Attended the Media Meeting for the 10th Anniversary of the Factory Operation

now is running well via 1552 employees, who are engaged in production, marketing, design and development of finance/circulation equipment (ATMs and cash handling equipment), dot impact printers, color LED printers, large-format ink jet printers and consumables. OSZ follows its business concept "working for more people's benefits", which are embodied in providing excellent products to satisfy clients; creating reassuring work environment to please staffs and their families; and continually advancing reform and building up a world-class company.

"After entering into the Chinese market, OKI has won better brand reputation and extended more market channels gradually. Our sales volume increases in a steady way. Industry-leading development/production capacity and multiple world-leading technologies enable OKI to be the industry-leader, and make good preparation to extend overseas markets. In 1982, OKI developed the world's first cash-recycling ATM, and later created banking terminal devices like cash handling equipment. From 2005, these products have been sold in the Chinese market; so far, the accumulative sales volume has been up to 180,000

units. OKI's patented technologies and knight service are deeply trusted by a large number of Chinese clients. Moreover, OKI brought its core printer technologies and products to China, with typical example as its world-first LED printers developed in 1981 and large-format ink jet printer. By virtue of its rich technical experiences and continuous technology innovation, OKI remains its leading position in such application fields as medical service, retail and design," says Yamamoto.

In January, 2004, OSZ was titled as "2003 Top100 Export-oriented Machining and Trading Enterprises in Shenzhen". In 2006, OSZ was firstly ranked as "Top 100 Industrial Enterprises in Shenzhen", and from then on the company kept a fine development momentum and ever realized 7.07 billion CNY annual sales in maximum. Outstanding performance enables OSZ to be listed in "Top 100 Industrial Enterprises in Shenzhen" each year and get the highest rank, the 25th. Since 2008, OSZ has been listed in "Top 500 Foreign Trade Enterprises in China" successively and get the highest rank, the 220th. OSZ was titled as "Top 100 Taxpayer Companies in Nanshan District", "Top 100 industrial enterprises in Nanshan District", "Labor Law Abidance Enterprise Model", "Qualified Enterprise in National Quality Supervision and Inspection", "Excellent Safety Management Unit", etc.; in 2015, OSZ obtained the highest credit rating in AEO Certification by Shenzhen Customs Administration. Having the performance above, OSZ is highly praised by the society and markets. To further expand factory and investment scales, OKI chooses Shenzhen as its key production and marketing base in South China. In January, 2007, OSZ was relocated to its new site (covering area: 36,000m<sup>2</sup>) and established Shiyan Machining Workshop.

Talking of the main product direction of OSZ, Yamamoto

says: "Based on Shenzhen, OKI establishes companies and developed business of hardware production, software development and product sales in Beijing, Shanghai, Dalian, Changzhou, Changshu, Dongguan and other cities. In next three years, OKI stresses our business in three key channels: ATM upgrade in cities, in-service ATM maintenance, and sales promotion of Common Reporting Standard (CRS) in rural areas.



员工旅游 Staff Tourism

Finally, the printers business will follow the developmental strategy "boosting business from office printing to industry printing."

Corporate culture is the spiritual motivation for an enterprise to keep sustainable development. OSZ's corporate culture is shown in four aspects: 1. social responsibility. The company insists on performing its social responsibilities while carrying out routine production. The company subsidized a Hope School in Yulin Prefecture, Shaanxi Province, and kept assistance to the people with disabilities in Xili Street Community. 2. Social contribution. In April, 2016, the company launched environmental protection education to primary school pupils and organized factory visits for schoolchildren. 3. Multi-culture consideration. To improve staffs' after-hour cultural life, the company organizes activities like staff travel, new-year banquet, basketball game, and Japanese language contest. 4. Various dormitory entertainment activities. Staffs' dormitories are equipped with gymnasium, television room, billiard hall, table tennis room, library, multi-function amusement room and others.

Led by Yamamoto, OSZ's staffs, either Chinese or Japanese, will make concerted efforts to provide excellent products and considerate services to clients around the world. We contribute to open up your dreams, and OSZ is bound to create a more brilliant future.



公司厂庆感恩老员工颁奖仪式 Ceremony for Awarding Senior Staffs



公司新年会员节目演出 Staffs' Performance in the New Year's Party