

# Continually Delivering Best Solutions to Users 不断为用户提供最优的解决方案

—— Interview with Mr. Tanabe Akira, Chairman of Ricoh Imaging Technology (Shanghai) Co., Ltd.

—— 访理光图像技术（上海）有限公司董事长田邊亮先生

□本刊记者 李莉 陈海燕

2019年，是新中国成立70周年，也是中日和平友好条约缔结41周年。在这特殊时刻，坚持和平发展、谋求中日友好、实现合作共赢，是符合中日共同利益和时代潮流的正确选择。享誉全球的数字化办公设备解决方案领导者理光公司，是世界上最大的办公自动化设备生产厂商之一，研制、开发、制造及销售各种办公自动化设备。理光集团海外有84家分公司，包括64家销售公司，6家研发公司，14家生产工厂，集团员工超过9万2千人。成立于2006年的理光图像技术公司，经过多年的发展已成为理光集团在中国唯一的拥有硬件设计、软件及解决方案开发、软硬件评价机能的开发设计公司。中国市场在理光全球业务发展中占有举足轻重的战略地位，近年来理光在中国的业务取得了突飞猛进的发展，为理光全球



理光图像技术（上海）有限公司董事长田邊亮先生  
Mr. Tanabe Akira, Chairman of Ricoh Imaging Technology (Shanghai) Co., Ltd.

业务发展注入源源不断的动力。理光图像技术公司的成立是理光集团长远规划、扎根中国发展战略的重要里程碑。为进一步了解理光图像技术公司的发展，在经营战略担当刘碧静课长的精心安排下，本刊记者采访了理光图像技术（上海）有限公司董事长田邊亮先生。

谦和、睿智、平易近人的田邊亮董事长，1989年加入理光，2019年3月委予重任来到中国担任掌门人，他把自己以往在理光集团基础事业积累的25年商品企划和商品战

略工作经验和能力带到中国来。深谙管理之道的田邊亮董事长认为，人才培养是非常重要的事情，他指出：“我们作为设计开发公司非常重视对人才的培养，现在正在实施两个活动，第一，是目标管理制度，不仅对各级组织要设定明确的目标并对目标进行严格的管理，对个人也分别设定目标，并全程对目标进行管理。在目标管理制度实施过程中，十分重视目标的量化、对目标难度的设定，以及对达成目标状况都有一个判定的标准；第二，为了提高大家的积极性，全公司范围内有一个创新活动，所有员工都可以积极为公司未来发展献提案，如果是好的提案可以用公司创新基金来开发原型，以推进这个项目的进展。”

无论是工业经济还是商业经济，亦无论是传统产业还是新兴市场，都需要创新，都需要跟上历史发展的潮流与步伐。纵观理光发展史，时时处处充满创新精神，善于用敏锐的眼光根据市场需求和技术信息捕捉创新机会，不断萌生新思想和新理念，从而使公司走上可持续发展的快车道。田邊亮董事长强调：“理光图像技术公司成立10多年来，我们拥有了3个竞争优势。第一，我们拥有商品开发所需要的从设计到评价整个流程，相对于基础设施，一般很少



有这样的专业团队；第二，我们因为长期接受理光商品的开发委托，在进行开发过程中积累了很多技术经验，而且在不断探索和开拓新事业，并在新事业探索过程中形成很多先进的技术；第三，理光集团在80年的发展历程中，凡是向全球提供的商品，我们公司也能够提供同等水平的品质。”产品的品质源于专业技术，技术创新是企业成功的根本，更是理光发展的不竭动力源泉。

在这个科技大爆炸的时代，以大数据、人工智能、物联网、云计算为代表的新技术，成为当前驱动数字经济发展的核心动力。数字经济是世界经济的未来，中国数字化的速度比全球任何一个国家都要更快，将成为全球数字经济最大的增量市场。田邊亮董事长说：“在中国数字潮流的大环境下，理光不光要具有全球的视点，还要把握中国特有的需求。理光理解到中国市场数字化的速度和规模，对以我们RITS为首的在中国的集团公司都有很高的期待。理光在数字化技术领域已有40多年开发和制造经验。RITS作为理光集团在中国唯一一家拥有从设计开发到评价一系列机能的设计开发公司，一定要作为中国市场上的领先者，扎扎实实地开拓中国市场。我们正在不断尝试扩大提供在中国市场推行有定制、开发特色的理光品牌解决方案。



在中国的兄弟公司之间也将进行信息共享，共同推进中国的事业。”

理光图像技术公司在企业发展的同时，还不遗余力地承担起企业的社会责任，持续开展公益性事业。刘碧静课长补充道：“我们公司和上海理光集团公司每年都组织植树、环保、爱心献血等活动，上个星期就刚刚和理光数码设备公司组织了在金山的海滩捡拾垃圾的环保活动，因为我们是ISO9001, ISO14001认证单位，所以对环保活动非常重视。今年的植树活动应该是去宁夏，每个公司都会派一两个代表去植树。”

中国经济的快速发展为理光提供了巨大的发展商机，中国已经成为理光全球发展战略蓝图中最重要的市场之一。谈到未来的发展，田邊亮董事长充满信心地

表示：“我们除了商品开发之外，也一直立足于中国市场，为用户提供最



开发的产品提供给全球，但今后会更加专注于为中国市场开发和提供具有更高使用价值的新产品。为此我们也会同时向中国本地企业搜集各种需求信息进行设计开发，和以前相比开发设计范围将会更加扩大。今后我们要紧跟中国发展的潮流，把明确的愿景跟所有的管理者共享，利用自己的竞争优势为中国的劳动者创造更便利的工作环境。”

中国经济已由高速增长阶段转向高质量发展阶段。理光图像技术公司正在不断向创造新价值发起挑战，正在以一个行业领导者的姿态服务于世界经济的共同发展。我们相信，理光图像技术（上海）有限公司在田邊亮董事长的带领下，一定会引领行业发展，将理光在中国的事业推向一个新的高峰！

Year 2019, the 70th anniversary of the PRC, witnesses the 41th anniversary of signature of China-Japan Peace and Friendship Treaty. It is a correct choice for both China and Japan to pursue peaceful development and work for win-win cooperation under friendly relationship. As a global digital office equipment solution leader, Ricoh is engaged in research, development, manufacturing and sale of OA equipment of various kinds. Staffed with 92,000 employees, the company owns 84 branch companies, including 64 for marketing, 6 for research and development, and 14 for manufacturing. Established in 2006, Ricoh Imaging Technology (Shanghai) Co., Ltd. (RITS) is operating as Ricoh's only development and design company in China with the capacity of hardware design, software/solution development and software/hardware evaluation. China has been regarded as a global strategic market by Ricoh, in which, Ricoh has made a great advance and made sustainable contributions to the global business. The establishment of RITS marked a milestone of Ricoh's long-term planning and strategic development in China. To learn more about the development of RITS, as arranged by Liu Bijing, Chief of its Business Strategy Section, the journalist interviewed with Mr. Tanabe Akira, Chairman of Ricoh Imaging Technology (Shanghai) Co., Ltd.

Mr. Tanabe joined Ricoh in 1989 and held the head of the business in China in March, 2019. His rich experience and high capability in merchandise planning and strategy accumulated in the past 25 years would be given full play in China. Tanabe highly values talent cultivation. "Our design and development

company has been stressing talent cultivation. For this purpose, we are implementing the two systems. The first one is the management by objective (MBO). Both the sections at all levels and the staffs need to set their objectives and work hard for them. In the implementation of MBO, the quantification, difficulty setting and performance of the objectives are assessed by the criteria. The second one is innovation activity by the whole company. To enhance the enthusiasm, all the staffs are encouraged to put forward proposals on the company's future development. Any feasible favorable proposal can be transformed into prototype under the support of the innovation fund," explained by Tanabe.

Innovation is in need for both industrial economy and commercial economy across traditional sectors and emerging markets. By innovation, we will keep pace with the development trend. In retrospect to the history of Ricoh, we see the innovative spirit everywhere and it involved all the time. The Ricoh people are good at catching innovation opportunities by analyzing market demands and using technologies. New ideas and philosophies are inspired in mind, guiding us to run in a way of sustained development. "In the past ten years, RITS has formed three major competitive advantages. Firstly, we have the unique team dedicated to the whole process of design, development and evaluation. Secondly, our company has been entrusted by Ricoh for the product development. During the development, we have accumulated much technical experiences and developed a number of advanced technologies. Thirdly, we have the capacity to provide world-top quality products



with Ricoh's commodities delivered globally," stressed Tanabe. Product quality is born of technical expertise while technology innovation is fundamental to enterprise success, also is the power to Ricoh's sustainable development.

In the age of technical explosion, typical new technologies like Big Data, AI, IoT and Cloud Computing are driving the digital economy greatly. Digital economy is the trend of the world economy. Going faster in digitalization development than others, China will become the biggest increment market in digital economy all over the world. "In such context, Ricoh holds the global viewpoint of development but never neglects the special demands in China. Ricoh understands the speed and scale of the Chinese digital economy, so we RITS is placed great expectations in growth potential. Ricoh has been engaged in development and manufacturing in the field of digitalization technology for over 40 years. RITS, Ricoh's only development and design company in China that has the full capacity of hardware design, development and assessment, is about to take root in the Chinese market as a leader in the Chinese market. We are trying to deliver more developed and customized solutions in the Chinese market. We share the information with our brother companies in China to jointly propel the business in China," said Tanabe.

RITS fully assumes its social responsibilities by carrying out public welfare activities while making business growth. RITS and Ricoh Shanghai Group organize the activities like tree-

planting, environmental protection and blood donation. Last week, RITS jointly with Shanghai Ricoh Digital Device Co., Ltd. organized the garbage pick-up activity on the Jinshan sea beach. Qualified by ISO 9001 and ISO 14001, our company lays much stress on environmental protection. We will carry out the tree planting activity in Ningxia, and each company will send several representatives to the activity," added Liu.

China has become one of the major markets in Ricoh's global developmental strategy, and gives us a huge development opportunity. "Besides the product development, we strive to provide users with the optimal solutions based on the needs of the Chinese market. Entrusted by Ricoh, our company develops products and then provides them to the world. In future, we are more focused on developing and providing new high-value products for Chinese market. For this purpose, we will collect the demands from the local Chinese enterprises for design and development, and extend the scope of the development and design. Following the developmental trend in China, we will share the brighter prospect with all managers. By virtue of our competitive advantages, our company will build a more convenient working environment for the Chinese workers," said Tanabe.

The Chinese economy has turned from the fast-growth stage to the high-quality stage. RITS is consisting on creating new values and acting as a leader in the industry. Led by Tanabe, RITS will develop to a new peak.