

WHY U.S. TECH STILL  
NEEDS ASIAN FACTORIES

GAME ON FOR  
NINTENDO'S SWITCH 2

HAS GOTO VS. GRAB  
REACHED ITS LAST ROUND?

JUNE/JULY 2025 FORTUNE.COM

ASIA PACIFIC EDITION NUMBER 3

# FORTUNE

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## MAKING WORLDWIDE CONNECTIONS

Japan's **Taiyo Cabletec** is setting its sights on global growth, leveraging successes in the semiconductor field.



AKIHIRO TANIGUCHI  
PRESIDENT,  
TAIYO CABLETEC CORPORATION

**A JAPANESE WIRE AND CABLE COMPANY THAT HELPS POWER** next-generation wire technology developments is now targeting international expansion in lucrative markets such as the U.S. Osaka-based Taiyo Cabletec Corporation works extensively within the semiconductor industry, manufacturing the connections needed for intricate electronic systems.

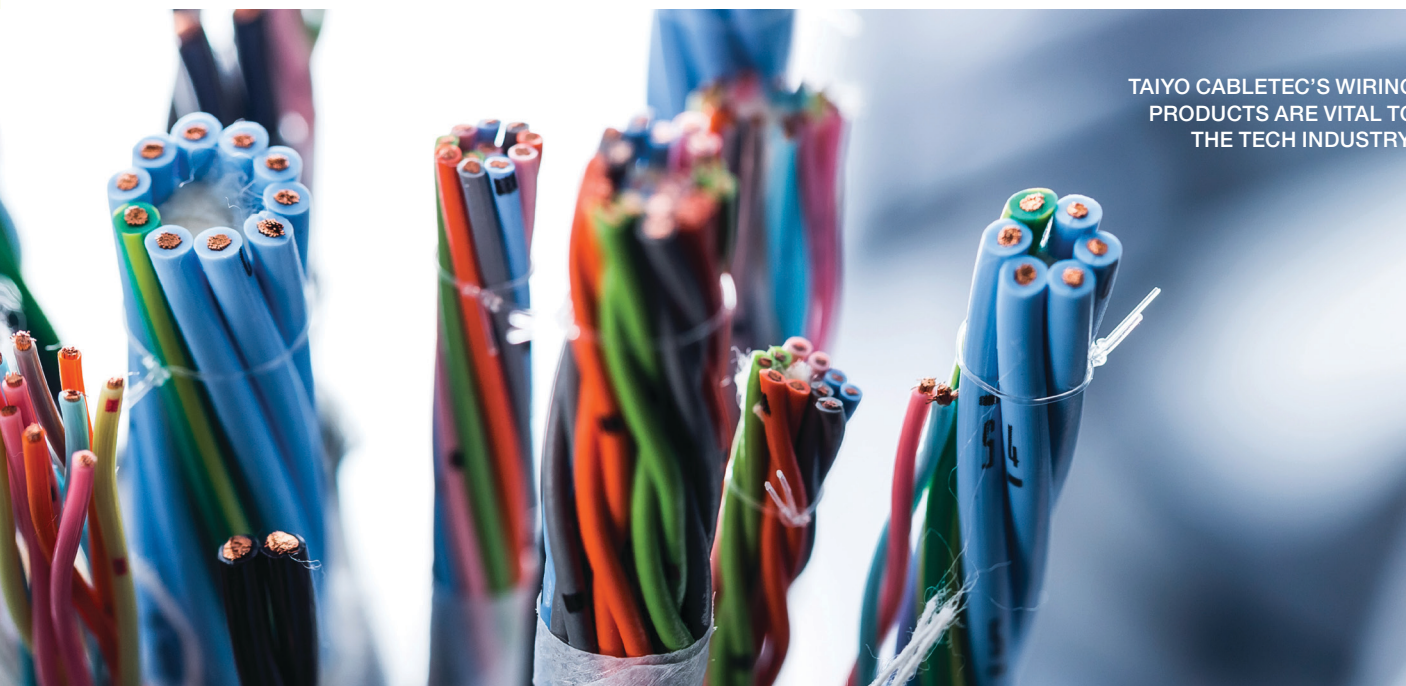
With its components playing an increasingly important role in the modern world, company president Akihiro Taniguchi said the firm is working to raise the status of the Taiyo Cabletec

brand so it can become a truly worldwide business. "Looking at our current level of globalization, I would say we have achieved about 20% of our total goal. To build global recognition, we plan to leverage sponsorships, exhibitions, and, of course, opportunities to connect with clients," said Taniguchi.

More than 100 years since Taiyo Electric Wire and Cable was first founded in 1923, the company now operates at the cutting edge of developments, with products such as its ethernet connectors used in the growing factory automation and robotics sectors. The firm currently operates offices in Thailand, China, India, and the U.S., with sales agents deployed further afield. "In Thailand, we aim to collaborate with local companies to expand our footprint in the region. In the U.S., we are focused on delivering substantial results over the next two to three years. In India, we are ready to enter the market as soon as we identify the right partner," said Taniguchi.

As part of its growth and development strategy, Taiyo Cabletec is looking to strengthen its production capabilities in cable manufacturing and wire-harness processing through strategic alliances, leveraging each partner's unique strengths.■

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PRODUCTS ARE VITAL TO  
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