

建設機械部品の貿易から一貫生産まで

兼廣は市場のニーズを理解し、構造部品と性能部品に特化したオールラウンダーなソリューション企業となりました。

「私たちはクライアントと協力して、双方にとって有効な最高価値のソリューションを考え出します。」株式会社兼廣 代表取締役社長 橋本 廣

市場を理解するには、それがどれほどニッチであっても、多様な経験を通じてのみ達成できる総合的な見通しが必要です。日本の兼廣は、建設機械部品業界の製造業者および貿易業者としての長年の活動を通じて、建設機械部品分野のリーダーとなってきました。

同社は 1952 年に創業し、2003 年に橋本廣社長が建設機械の金属組立部品の製造に進出するまで貿易商として営業していた。同社は業界の知識と顧客との明確なコミュニケーションを活用して、新しいソリューションで変化するニーズに対応しました。

兼廣のコンポーネントは、より大きなモジュール構造部分とより小さな機能部分の二つの部門に分かれています。橋本氏は、兼廣では、部品の製造プロセスである切断、加工、溶接、組立、塗装の各段階を従業員に理解させるよう努めてきたと説明します。橋本氏はこう言います。「オールラウンダーにならなければなりません。私たちはモジュール製造の一貫生産を完全に達成しました。」

兼廣は製造のあらゆる側面で有能になっただけでなく、革新的な手法を使用して業界の最先端を走り続けてきました。同社は、3D 設計モデルや測定から工場内のロボットに至るまで、特に建設機械に使用されるエンジンが変化し続ける中、テクノロジーを活用して顧客のニーズに常に対応しています。

同社のイノベーションにより、中国への進出が可能になりました。また、中国は製造拠点の 1 つであり、特定地域の専門知識を持つ商社との提携を常に検討している。兼廣はトレーダーとしての経験により顧客のニーズに対する独自の洞察を得ることができ、その製造能力により革新的なソリューションでこれらの需要を満たすことができます。

株式会社兼廣
www.kanehiro-inc.com

From construction equipment parts trading to end-to-end production

Kanehiro has become an all-rounder solutions company specialized in structural and performance components by understanding the needs of the market.

“We work together with clients to come up with the best-value solution that works for both parties.” **Hiroshi Hashimoto**, President Kanehiro Co., Ltd.

Understanding a market, no matter how niche, requires a holistic outlook that can only be achieved through diverse experience. Japanese firm Kanehiro has become a leader in the field of construction machinery parts through its years of working both as a manufacturer and a trader in the industry.

Founded in 1952, the company operated as a trader until 2003, when company president Hiroshi Hashimoto made the move into the manufacturing of metal assembly parts used in construction machinery. The company used its knowledge of the industry and clear lines of communication with its customers to meet changing needs with new solutions.

Kanehiro’s components are split into two divisions: larger module structural parts and smaller functional parts. Mr. Hashimoto explains that Kanehiro has worked to ensure its employees know each step of the manufacturing process of its parts: cutting, processing, welding, assembly, and painting. As Mr. Hashimoto says: “You have to become an all-rounder, and we have fully achieved end-to-end production for module manufacturing.”

Not only has Kanehiro become competent in all aspects of manufacturing, it has used innovative methods to remain at the vanguard of the industry. From 3D design models and measurement to robots in its factories, the company uses technology to keep up to date with its customers’ needs, especially as the engines used in construction machinery continue to undergo changes.

The company’s innovation has allowed it to expand into China. And with China as one of its manufacturing bases, it is always looking to work with trading companies with expertise in specific regions. Kanehiro’s experience as a trader gives it a unique insight into the needs of its customers, while its manufacturing prowess enables it to meet these demands with innovative solutions.

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Head office in Kobe

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