

Greeting

**Japan Business Machine and
Information System Industries Association**

Chairman Masahiro Okitsu

Executive Vice Presidents, Sharp Corporation



In the world that surrounds us, we find ourselves in an era of unprecedented turbulence, where predicting the future becomes increasingly challenging amidst new trends. These trends include the transition towards a sustainable society, encompassing initiatives such as the circular economy, the advancements in innovation driven by AI, and the escalation of geopolitical risks due to the global tensions.

Within the context of our industry, we are also faced with various challenges. These include the shift towards new workstyles brought about by the full arrival of the post-pandemic era, labor shortages that have become one of the factors contributing to the Japan's logistics challenges in 2024, and the need to create products and solutions that minimize environmental impact.

The business machines manufactured and sold by our member companies, such as multifunction peripherals, printers, projectors and shredders, serve as vital infrastructures supporting office and remote work on a global scale. Our association, therefore, continues to enhance the environment that allows to propose workspaces that create new value, as well as provide products and solutions tailored to diverse workstyles to the world. With a sense of urgency, we will proactively respond to the rapid changes in the world and strive to solve the challenges faced by the market and our customers' offices through our association activities.

Based on these considerations, as the new Chairman, I have identified three key themes that our association will prioritize:

- 1.Promoting initiatives towards the establishment of a sustainable social infrastructure.
- 2.Driving innovation to enhance industrial competitiveness.
- 3.Advancing efforts to achieve a secure and safe office environment that adapts to global changes.

As an association, we will actively pursue concrete actions in line with these themes, contributing to the overall development of our industry and the creation of a sustainable future.