

Canon President & CEO Kensaku Konishi Says

Bangladeshi People Develop Themselves and Their Society

Very recently, Kensaku Konishi, President & CEO of Canon Singapore Pte Limited, came to Bangladesh on a short trip to observe the situation of the ICT market in Bangladesh and to gain some ideas and experiences about Canon's position here. In short these were the main goals of his present visit.

During his two-day visit, Konishi met with the distributors of Canon products in Bangladesh and also with the ICT journalists. He expressed his happiness to see the enthusiasm of Bangladeshi people for technology and Canon products. He said that Canon's corporate philosophy was 'Kyosei'. It means all people, regardless of race, religion or culture, harmoniously living and



Kensaku Konishi

working together for the future. The main goal of his company is not just selling products but working together with the government and community to build up a prosperous society.

He told that South and South East Asia was a very important region for Canon. Over the years, Canon observed healthy growth in this region. He expressed his satisfaction over the performance of JAN Associates- local distributor of Canon products here in Dhaka. He spoke highly of Abdullah H. Kafi, Managing Director, JAN Associates.

Konishi visited JAN Associates office in Dhanmondi and talked with the employees. He was satisfied seeing their hard work and dedication to promote Canon product in Bangladesh. Later, he attended a dinner party where he met with dealer, corporate and media people.

About Kensaku Konishi

Kensaku Konishi is the President and CEO of Canon Singapore. He was appointed President and CEO for the region after a successful and growth driver tenure as President and CEO of Canon India Pvt. Ltd, Canon Hong Kong Co. Ltd. and Canon Marketing Singapore. Based in Singapore, where Canon's regional headquarter for the South and Southeast Asia region is located, Konishi is responsible for leading and overseeing the operations in the fast growing region which spans 18 countries. This region includes the domestic market, National Sales Offices, Representative Offices and independent distributors.

In his last role, Konishi was instrumental in growing the Canon business in India. Under his leadership, average growth in India was 30% year on year between 2007 and 2009, and reached 50% for 2009 to 2010. Despite natural disasters in Japan and Thailand, Canon India still achieved more than 20% growth in 2011.

While at Canon India, he spearheaded many new successful initiatives that significantly contributed to the company's growth. These programs include India's first 'Before You Buy' experience through Canon consumer and business showrooms, and the well-received Canon Image Express which brought the mobile showroom to the Tier II and III cities in India. In India, Konishi was also the Chairman of the Confederation of Indian Industry (CII) Office Automation and Imaging Division (OA&I), which brings together the OA&I industry companies as an association, so that they can effectively liaise with the Government and

various bodies for mutual interest.

Konishi is well regarded for his contribution and dedication to the company. From 2004 to 2007, he was President and CEO of Canon Hong Kong with responsibility for the strategic management and direction of Canon's operations in Hong Kong. Under his strategic leadership, Canon Hong Kong received the international award for quality, environmental awareness, health and safety management system and customer service. Canon Hong Kong was also recognized for delivering the First Revolving Neon Sign in Asia and LED Lighting Wall as part of the Symphony of Light Show in Hong Kong. He led the team to achieve its highest ever sales of HK\$2 billion in 2006 to enjoy a growth of 72%.

A successful Canon veteran with over 34 years in the company, Konishi started his career at Canon after his graduation in 1978, as a part of a management team for production control and budget for copiers. Following several senior management positions in Japan, Australia and the United States, he was appointed the Managing Director of Canon Marketing Singapore in 2001, in which he was responsible for the overall management of domestic sales and marketing operations.

The merger of Canon Marketing Singapore Pte Ltd with Canon Singapore Pte Ltd in 2003 saw the promotion of Konishi to Executive Vice President. He effectively led Canon Singapore to enjoy double-digit domestic sales growth.

During the visit of Konishi, he met an interview with The Monthly Computer Jagat. Our Correspondent **S. M. Golam Rabbi** interviewed him. We do present here the selected part of his interview.

Computer Jagat: We like to begin with the best wishes for you for your present visit to our Bangladesh. Please let us know, is it your first visit to Bangladesh and how do you feel being here?

Kensaku Konishi: This is my first visit in Bangladesh and I have been here just for a day. However, my impression of the country is that Bangladesh is indeed a part of Asia as I can see Asian culture and Asian mentality among the people. I am happy to be in Bangladesh and I will come back here again as soon

This year Canon entered into the professional video production camera market with Cinema EOS C300. We are now developing chips that would enable to add movie shooting feature to our SLR cameras. We are also working on handy movie shooting devices. I think these handy movie shooting devices have very good potential in Hollywood, Bollywood and Thailand film industries.

Computer Jagat: Please let our readers know about the marketing and services provided by Canon here in Bangladesh and as well as in other South Asian countries.

Kensaku Konishi: Canon was very lucky to achieve 32% annual growth for the last five years in India because not too many companies can sustain this

not only going to bring benefit for us, but you see more and more people will get employed by Canon. I hope that the number of people who are working with Canon in Bangladesh will increase in the next few years or in other words, more job opportunities will be created here.

Computer Jagat: We have come to know that there are 7 manufacturing plants in China, Malaysia, Thailand, and Vietnam to produce a range of Canon Products like lenses, copiers, bubble jet printers, digital and film cameras. Do you have any plan to set up such a manufacturing plant here in Bangladesh in near future?

Kensaku Konishi: We are always considering the idea of setting up new factories in new places. However, we



Kensaku Konishi

Abdullah H. Kafi



Partial view of the dinner party arranged to honor Kensaku Konishi

as I can. I am also happy to see the efforts of the people of this country to develop themselves and their society. They are hard-working people and that is why perhaps, many Japanese and European companies are coming here and investing in different sectors.

Computer Jagat: What is the main purpose of your visit in Bangladesh?

Kensaku Konishi: You see, I have visited different Asian countries like Singapore, Hong Kong, India but I never came to Bangladesh, Myanmar or Indonesia. Since, I am heading the operations of South and South East Asian region, the first thing, I have to do is to see the markets by myself and get an idea what is going on and then create both long term and short term strategies with our partners and my colleagues.

Computer Jagat: Can you tell us about some of the current research initiatives of Canon?

Kensaku Konishi: We launch more than one hundred products every year.

amount of growth continuously. I admit that it is a serious challenge to sustain this growth, but we took a number of initiatives in India to achieve such tremendous growth. After coming to India, I changed the strategy and appointed head according to products. Thus, we had camera head, printer head, copier head etc. Before that we had different style of divisions such as sales division, marketing division, servicing division etc.

We also opened some big showrooms in Delhi, Bangalore and Mumbai so that consumers could come and see the products themselves. We also arranged 8 big trucks and converted them into moving showrooms. These big trucks were sent to different towns and rural areas, and thus, more and more people could know about Canon products. This helped not only to increase our sales, but also to increase our brand visibility.

We also want to see high growth in Bangladeshi market. We are hopeful that with our new marketing strategies our sales can grow in Bangladesh too. It is

still do not have any substantial plan to set up a manufacturing plant in Bangladesh. We are concerned about the electricity condition, port condition and not to mention lack of suppliers for our parts here. One of the most important factors is suppliers of parts which cannot be found in Bangladesh. However, I do not want to dismiss the issue completely. I just hope that the infrastructure improves here.

Computer Jagat: While developing innovative technologies how Canon works to lessen the environmental impact of the life cycle of its products?

Kensaku Konishi: Canon always takes the issue of environment seriously. We have a policy of not using any hazardous material and we have earned a lot of praise in Europe in this regard. In India, we are working closely with government agencies in disposing e-waste safely. Worldwide, we have a big campaign to encourage people for recycling cartridge and the products. ■