

OPERATING RENTAL BUSINESS FROM JAPAN TO THE REST OF THE WORLD: HOW DIFFERENT IS IT?



IPAF ASIA CONFERENCE 2020
SEOUL, SOUTH KOREA
8TH-9TH JULY 2020

WHAT IS NISHIO RENT ALL?

- Nishio Rent All Co., Ltd., was established in 1959 by Akira Nishio, a certified accountant in Japan. It was a processing company for electrical parts.
- In 1965, he started a construction equipment rental business for road construction.



WHEN DID NRA STARTED THE OVERSEAS BUSINESS?

WHY DID WE START IT?

- In 1983, Nishio Rent All Co., Ltd. established its first overseas subsidiary in Malaysia through a joint venture with a local company.
- Their Main focus was supply the equipment to Japanese companies that had come from Japan for ODA and other construction projects in Malaysia.



HOW HAS IT CHANGED? SINCE?

- In 1997 , The Asian currency crisis. It was changed the market.
- Nishio Rent All Co., Ltd. decided to shift the main customer base, from Japanese construction company to local companies.



HOW DIFFERENT IS IT?

- Need more understanding and respect to each other.
Culture, Religion & Faith, National Character, History....
- Need skill for communication.
Language, Humor & Smile...



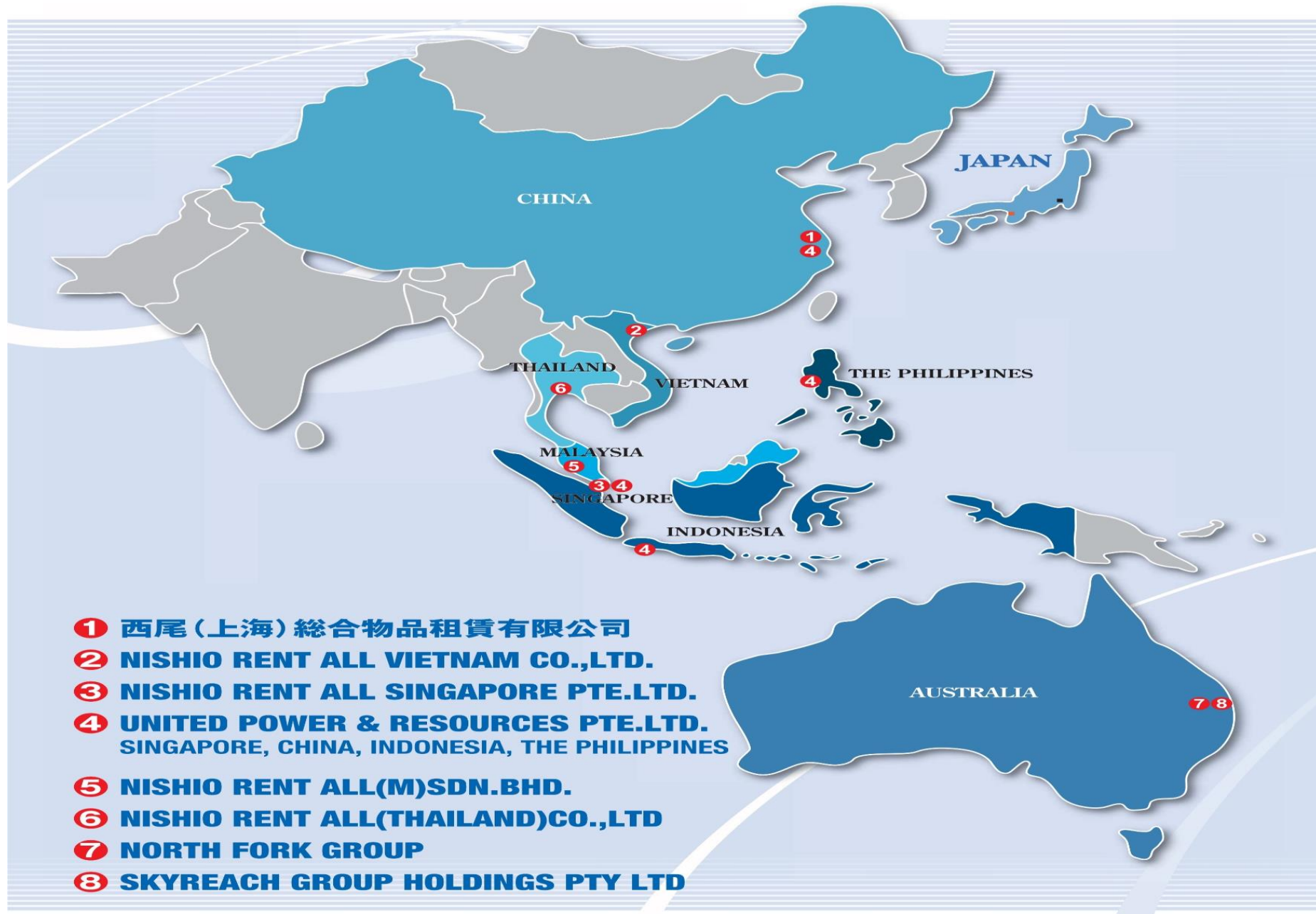
HOWEVER...

MOST IMPORTANT WHAT WE FEELING IS...

- “ Site First Policy ” ...Give the priority to front line.
- - Trustiness ... Most of the people are not bad.



NISHIO Global Network



THANK YOU!

谢谢！

