



## Ishida do Brasil 30<sup>th</sup> anniversary

### **Current business situation in Brazil**

Ishida do Brasil (IdB) has been a trusted provider of industry-leading Multihead Weighers, Quality Control and Packaging Equipment for food and non-food applications in Brazil since our establishment. We have recently started manufacturing Multihead Weighers and Checkweighers locally, as well as selling a wide range of Ishida equipment made in Ishida Japan and from other Ishida subsidiaries.

Thanks to everybody's contribution, we have been recognised across multiple markets. Such as; snacks, poultry, petfood, pasta, biscuit, confectionery and healthcare. Our business continues to grow and has been steadily expanding.

### **The details of IdB journey**

Based on a market survey conducted in 1988, it predicted a high growth potential in the Brazilian market. Although there were many challenges due to the very strict import regulations, we established Ishida Brazil in April 1990 as a joint venture with another company.

In 2014, we dissolved the joint venture and re-established as a wholly owned subsidiary of the Ishida Corporation. Over the past 7 years, the number of employees has increased from 25 to 66.

### **How to contribute to the customer**

In the beginning, our business was centered on stand-alone sales, but recently we have been able to offer total-system solutions, including machine frame and ancillary equipment. We are also focusing on a service support program so our customers can feel the value that only Ishida can provide. As part of this program, we are actively working on the development of maintenance contracts such as a site visit support and instructions. This type of service hasn't been familiar in Brazil so we are excited that our customers are starting to use this type of service, allowing them to keep their operation running without any unexpected delays.

### **Future objectives**

We will continue to develop our geographical strength so that we can offer solutions with reliable quality and prices to match to any customers need.