

Dubai's Tourism Drive

INTERNATIONAL Newsweek®



EXPLORING GEN Z'S FASCINATION



WHYY2K?

WITH TURN OF THE MILLENNIUM CULTURE



2 5 . 0 7 . 2 0 2 5

ISSN 2978-0918



| | | | | | |
|------------------|-------------------|-------------------|---------------------|----------------------|------------------|
| ALBANIA €6.25 | FINLAND €7.60 | ISRAEL NIS35 | MONTENEGRO €8.30 | ROMANIA LEI 42.00 | SWITZERLAND |
| AUSTRIA €11.50 | FRANCE €8.50 | ITALY €8.00 | MOROCCO MDH70 | SAUDI ARABIA SR35.00 | CHF12.50 |
| BELGIUM €8.00 | GERMANY €8.90 | KUWAIT KD3.00 | NEW ZEALAND \$14.00 | \$ LEONE SLL30,000 | UAE AED45 |
| CHINA RMB80 | GIBRALTAR £6.05 | LATVIA €6.50 | NIGERIA \$3.40C | SINGAPORE \$11.95 | UK £6.99 |
| CYPRUS €8.00 | GREECE €7.50 | LEBANON LLL10,000 | OMAN OR 3.250 | SLOVAKIA €6.50 | US \$10.99 |
| CZECH REP CZK180 | HOLLAND €8.25 | LUXEMBOURG €9.50 | POLAND PLN32.99 | SOUTH AFRICA R55.00 | ZIMBABWE ZWD4.00 |
| DENMARK DKK69 | HONG KONG HK\$80 | MALAYSIA RM27.90 | PORTUGAL €8.00 | SPAIN €8.00 | |
| EGYPT E£ 65.00 | HUNGARY HUF 5,990 | MALTA €8.00 | QATAR QR65 | | |

"Happiness to people around the world": Happy Japan's brand designs

Having launched an original brand of sewing machines, Happy Japan is targeting global growth – with the U.S. and Europe in its sights. *By Arthur Menkes*

A company on a mission to "lead the development of advanced technologies that bring happiness to people around the world," Happy Japan stands out as a shining example of Japanese manufacturing excellence.

The Yamagata-based firm, whose origins date back to 1923, boasts an ever-growing portfolio of expertly crafted products that offer a superior user experience.



Such traits are evident across Happy Japan's catalogue of creations: from the company's seamlessly smooth home sewing machines, to its standard-setting industrial embroidery equipment and its leading-edge microchip testing technology.

Key to reaching these world-class standards is a dedication to *monozukuri*: a Japanese manufacturing philosophy that revolves around the pursuit of outstanding craftsmanship.

"The greatest strength of Japanese *monozukuri* lies in manufacturers' ability to create products that precisely meet the detailed needs of their customers, ensuring a high level of satisfaction," explains Happy Japan's CEO, Keitaro Harada.

"Achieving this is about producing goods of the highest quality while also reducing costs to make them more accessible. Equally important is the standardization of processes for more efficient production workflows. The power of *monozukuri* comes from the combination of quality, cost-efficiency and operational excellence."

Happy Japan's sewing machines are emblematic of this commitment to ensuring the cus-

tomers is left reaping the rewards of a product with a difference.

"What sets our machines apart is their exceptionally quiet operation, designed for a more user-friendly and comfortable sewing experience," Harada says. "While machines typically operate in the upper 60-decibel range, ours function in the lower 60s—and we're investing in research and development to bring that below 60."

"Another key differentiator is our advanced fabric feed technology, which enables smooth, consistent stitching regardless of material thickness. Whether working with ultra-thin fabrics or heavier textiles, our machines handle the material effortlessly."

In 2021, the company launched the Happy Japan original brand of sewing machines, shifting its focus from supplying products as an original equipment manufacturer to bolstering its reputation among international consumers.

"Domestic demand for home sewing machines in Japan is extremely low," Harada reveals. "In contrast, overseas markets, particularly the U.S. and Europe, continue to show strong demand, so we're focusing on expanding exports to these regions."

Meanwhile, Happy Japan's state-of-the-art industrial equipment is also integral to the company's designs on continued business growth.

Anchored by exquisitely intuitive control panels, the firm's durable, vibration-free embroidery machines are kitted out with motors of industry-leading strength.

Like the company's sewing machines, Happy Japan's embroidery equipment is the subject of constant innovation in the enterprise's research and development department. So, too, are Happy Japan's integrated circuit (IC) handlers, which are at the heart of the manufacturer's venture into the microchip industry.

The company's IC handlers are a blend of speed, accuracy and lightness of touch, all qualities

that are crucial when dealing with delicate microchips.

"Our IC handlers, which conduct the final tests to determine whether each IC is functional or defective, are the fastest in the world," Harada says. "Despite this, they are engineered with gentle mechanisms to prevent any damage to ICs. And, while some IC handlers on the market mistakenly identify functional ICs as defective, our machines ensure that functional chips are correctly identified and approved."

Thanks to the IC handlers' straightforward automated design, a single operator can comfortably monitor several dozen machines at the same time. "With minimal switching time and zero downtime, our systems ensure seamless operation, maximum efficiency and high throughput," Harada declares.



"The power of *monozukuri* comes from the combination of quality, cost-efficiency and operational excellence."

Keitaro Harada,
CEO, Happy Japan Inc.

Given microchips' pivotal role in powering growth technologies such as artificial intelligence and electric vehicles, Happy Japan is intent on doubling down on its investment in IC handlers. "We plan to further strengthen this business as a core pillar of our company," the CEO concludes.



Embroidery machine (8-head model)



IC handler

