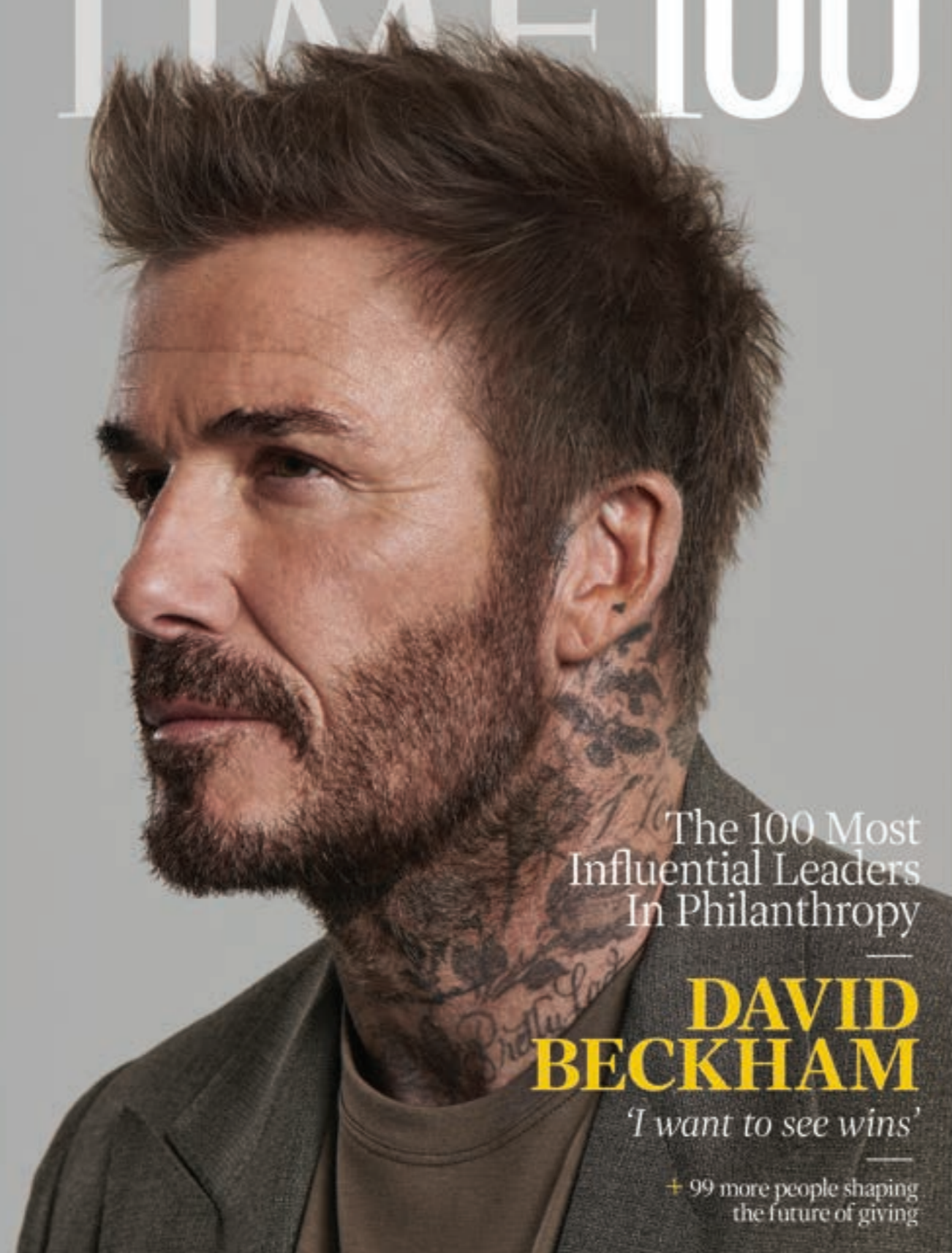


# TIME 100



The 100 Most Influential Leaders In Philanthropy

## DAVID BECKHAM

*'I want to see wins'*

+ 99 more people shaping the future of giving

## Creating Vibrant Innovation

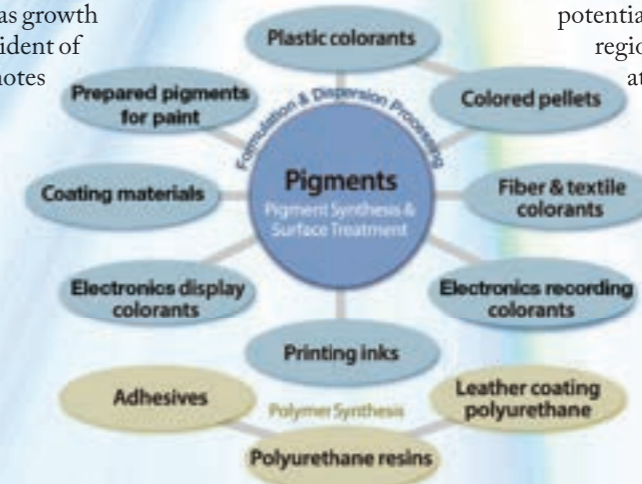
Japan's Dainichiseika is bringing more color to the world with a strategy focused on technology and expanding markets.



**Koji Takahashi**  
President & Representative Director  
Dainichiseika Color &  
Chemicals Mfg. Co., Ltd.

In recent years, competition in the global market has intensified relentlessly. While many Japanese companies are seeking opportunities for overseas expansion, they are also facing varied challenges, from cultural differences to supply chain complexities.

Amid this environment, Dainichiseika has achieved significant overseas growth through a unique strategy. President of the company, Koji Takahashi, notes several of his secrets to success. "Our modern lives are filled with a rich tapestry of colors. At the heart of this vibrant world, essential to people's lives, lies our company Dainichiseika. For over 90 years, we have undergone a remarkable evolution, transforming from a mere supplier of pigments to a creator of colors and innovative high-performance materials that shape industries and enrich the lives of people around the globe," he said. "Our strength lies in the remarkable synergy created by the seamless integration of three core pillars that we have cultivated since our founding: technological prowess, customer responsiveness and production capabilities," Takahashi said. "Our sales division accurately captures the diverse needs of our customers, while our technology division deeply explores core fundamentals. These include pigment and polymer synthesis, as well as surface treatment, formulation and dispersion processing technology, creating new value. Our production division, with its



**BEYOND COLOR**  
Explore the unknown to reach a better future.

global reach, consistently delivers high-quality products, thereby meeting and exceeding our customers' expectations," said Takahashi. Building upon this unwavering foundation, Dainichiseika continues to respond swiftly to changing customer needs, leveraging its exceptional technological capabilities to create new societal value. Dainichiseika's products are indispensable to a wide variety of industries, ranging from automobiles, electronics and textiles, to packaging for food and pharmaceuticals, and clean energy. "We always keep keywords such as 'solvent-free,' 'water-based,' 'biomass,' 'biodegradable' and 'recyclable' in mind. By placing greater emphasis on environmentally friendly features, we are committed to providing valuable products for society," said Takahashi. Recognizing the Asian market as a crucial target, Dainichiseika is actively expanding on products that have earned high acclaim in Japan. Among markets, India, with its world-leading population and remarkable future growth potential, is positioned as a key strategic region, and the company is accelerating its business expansion there.

"The attractiveness of India lies not only in its significant domestic demand but also in its growing importance as a gateway to markets west of India, such as the Middle East and North Africa. In this strategic hub, we already have a local subsidiary in Neemrana that manufactures compounds mainly for the automotive sector. However, we aim to introduce a wider range of high-performance products to the market by increasing local production. As a crucial means to achieve this, we are actively considering collaborations with local companies, including potential mergers and acquisitions," said Takahashi. Through business development deeply rooted in local needs, Dainichiseika embraces a clear mission: to deliver high-performance products to the world that contribute to both environmental sustainability and the enhanced comfort of people's lives. Through color and innovation, Dainichiseika will continue to make the world vibrant and create a more comfortable, sustainable future.



**Major Facilities in Asia**

**Dainichiseika**