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**T**oyo Keisokuki Co., Ltd. started its business in 1951 at the Akihabara Radio Center in Tokyo, Japan as a trading company of measuring (instruments) it handles electric measuring instruments and components mainly for universities and other educational institutions, and laboratories of major companies. The company has been strengthening its business structure in Japan and has been deploying businesses overseas as well. In the calibration business, it has bases in Malaysia, Vietnam, Hong Kong, and Zhuhai in China.

In Japan, Toyo Keisokuki also has sole agency agreements with measuring instruments manufacturers in countries in Europe, as well as in China and Taiwan, and offers an extensive lineup of Japan-made electronic measuring instruments in the overseas market commercially.

Toyo Keisokuki takes pride of its showroom (solution square) located at the first floor of Keisokuki Land Building in Akihabara. The showroom exhibits latest representative measuring instruments in operation from manufacturers worldwide. These products integrate leading-edge applications and solutions manufacturers have created in accordance with their own plans. It is the only permanent showroom exhibiting measuring instruments in Japan, where visitors can actually operate various measuring instruments and get to experience their performance.

A “measuring experience booth” is also provided at the square, enabling manufacturers and members to freely hold events, like product demonstration. Latest technologies and solutions



**This month's cover is taken at the showroom on the first floor of Toyo Keisokuki's head office. From left, Yukari Asai, Sales Specialist; Hidetsugu Yamaki, President & Chief Executive Officer; Makoto Yanagidate, Executive Vice President; Takumasa Yamaki, Sales Engineer; and Technical Adviser, Toshitaka Baba.**

compliant with various standards are also introduced.

Hidetsugu Yamaki, President & Chief Executive Officer of Toyo Keisokuki Co., Ltd., says, “Our company was founded in 1951 in Akihabara, the world's electronics quarter. Over more than half a century to date, we have deployed marketing activities finely tuned to customers' standpoint, as a technology-oriented trading company specialized on measuring instruments. Latest measuring instruments can be sold personally at the store, while corners for resale products (second-hand products with warranty), and recycled products (without warranty) are as popular as new products, always with more than 2,000 units on display. This allowed visitors to check them first hand anytime.”

Aside from customers who come to Akihabara to purchase necessary products, many customers come to

Akihabara to consult issues associated with measuring instruments or to collect information on products. Therefore, Toyo Keisokuki has a showroom always displaying products of 17 major measuring instruments manufacturers and focuses on consultations through measuring concierge. It also provides a wide range of services, such as periodical calibration and repair.

Recently, the company actively handles measuring instruments for new fields, including test tools for the Wi-Fi-related market and fault diagnostic equipment that makes use of ultrasonic waves. In addition, the company also holds technical seminars targeted at teachers of technical high schools, technology colleges, and institutes of technology, in order to share advanced and practical specialized knowledge. The company also supports the activities of the “Study Group for Advanced Analog Technologies,” which discusses latest information on electronic components and development and research results of latest analog technologies, thereby strengthening relations with local communities.”

Meanwhile, Gauge, a measuring instruments bar opened in Akihabara in 2016, is popular as a historical corner. It displays many vintage measuring instruments and weighing instruments that were used by various industries from the beginning of the Showa era (1926 to 1989) through the revival period after the war.

Yamaki says, “We are targeting to become a trading company that is useful for customers with a “one-stop shop” in mind, which can provide anything related to measuring instruments.”