

Seven Promises 3

We will pursue sound development as an international corporation.

Our headquarters in Japan, Group companies in Japan, Europe and the United States, and distributors in various countries that serve as the backbone of our worldwide sales, maintain strong mutual relationships to support customers and achieve sound corporate growth by ensuring the delivery and ongoing worry-free use of our products worldwide.

As an international corporation, we respect the cultures and values of diverse countries across the world in choosing the best solution, and do not try to force a Japanese way of thinking.

Based on the resulting partnerships, we listen to what customers in each country have to say and consistently respond to their requests.

We believe this is the pathway to sound corporate growth.

One Country/Territory, One Distributor System

For Eizo, powerful partnerships between our headquarters in Japan, Group companies in Japan, Europe and the United States, and distributors in various countries, constitute the backbone of sound growth as an international corporation. In our overseas sales, we have adopted a one country/territory, one distributor system in which a single subsidiary or distributor is responsible for the sales of a country or territory. This unique system also enables us to accurately discern customer needs in each country or territory and share information more smoothly.

Having sales handled by distributors who fully understand the culture and values of their respective regions makes it possible for us to appropriately introduce and offer products in each country or territory.

Eizo United (Distributors Meeting)

Our solid overseas growth is supported by the deep understanding and care distributors have for our products as well as their own passion. Once a year, we convene the Eizo Distributors Meeting, gathering distributors from around the world to share information and to recognize them for their annual sales performance. The event also affords a valuable opportunity for forging friendships and encouraging mutual growth among distributors.

