

# Marketing and Sales



## Comprehensive activities

### [Advertising and Public Relations]

We are actively promoting publishing trade papers in Japan and overseas, and committed to participating in exhibitions such as CEATEC JAPAN in Japan and the Microwave Workshops and Exhibition in overseas.

### [Distributor Management]

We hold distributor meetings and new product presentations for the distributors in Japan and overseas.

### [Worldwide Meetings]

We hold worldwide meetings by division, such as products, applications, and specific customer sales departments, where our sales staff around the world participates.

### [Research on Customer Trends]

Shanghai Office, Osaka Design Center and Singapore Design Center involve research into customer trends.

### [Sales Tools and Communication Tools]

Operating our "SMART SYSTEM" allows us to collectively manage the sales results, demands from customers, and customer information. It also allows our staff of related departments including sales department and development and design department, to share the information.

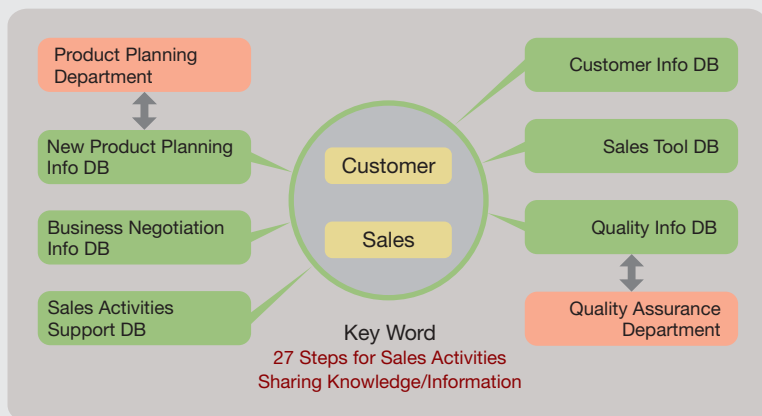


### [Technical Seminars]

We hold technical seminars for new customers mainly at NJR plants in Japan, and at NJR offices and customer offices and plants in overseas. The seminars are intended to attract future "new supporters of NJR".



### Complete Picture of Smart System



50.8 billion  
5.0 billion  
4.6 billion