

Business Model

As a specialized manufacturer of elevators and escalators, the Fujitec Group meets the needs of customers around the world under an integrated structure that makes use of capabilities that are both comprehensive and collaborative. Under the new mid-term management plan, we will improve productivity and efficiency on a global level, and contribute to the development of functional cities worldwide by extending the reach of the Fujitec brand.



Strengths Accumulated over 70 Years

Comprehensive capabilities as a manufacturer specializing in transportation systems

- Technologies and experience accumulated over many years
- A full lineup of products and services
- Ability to meet customer needs



Collaborative capabilities under an integrated structure

- Responsive collaboration between sales and manufacturing
- Development and design that consider downstream processes
- A sense of unity that goes beyond a single country or region



We aim to provide safe and reliable products to people around the world for sustainable enhancement of our corporate value in the global market.

New Mid-Term Management Plan

“Innovation, Quality & Speed”

Action Vision

1 Regional Strategy

Expansion of Fujitec standard model in our products throughout the world and enhancement of our profitability with customers' satisfaction

- Value-added solutions that satisfy customer needs
- Enhance brand recognition by increasing market share

3 Operational Strategy

Process innovation to meet changing needs of customers at their required speed

- Innovation of manufacturing technologies through automation and labor saving measures
- Construction of an optimal manufacturing and logistics framework

2 Product and Technology Strategy

Reinforcement of our technical platform to enhance corporate growth and value

- Enhancement of competitiveness and efficiency of the development process
- Creation of added value through the development of advanced technologies

4 Corporate Strategy

Enhancement of quality of management with SDGs* approach

- Optimal allocation of management resources
- Capital cost-conscious management

* Sustainable Development Goals

Help to develop cities around the world

Visualize a society where everyone can live in comfort

Making beautiful and functional cities a reality

Establish a reliable social infrastructure

Improve safety awareness

Safety Awareness / Environmental Friendliness