

Global Marketing

JVC is building infrastructure to maintain close contact with various regions of the world, including the major markets of Japan, Europe and North America as well as the emerging markets of Asia, Central and South America and Eastern Europe. Emerging markets in particular are building capabilities as manufacturing bases and turning into key regions with high consumption potential.

JVC is constructing a global network in five business spheres: Japan, the Americas, Europe, Asia and China. JVC ASIA Pte. Ltd. was established in Singapore in 1995, JVC (China) Investment Co., Ltd. in 1996, and JVC Americas Corp. in 1997. With the establishment of JVC Europe Ltd. in the United Kingdom in 1998, JVC completed a localized management structure comprising four regional headquarters to oversee operating strategies ranging from R&D, marketing, after-sales service, fund procurement to management.

World Production Structure in Optimal Locations

JVC aims to construct a world production structure in optimal locations, taking into account parts procurement, production costs, market strategy and technological ability, to supply JVC brand-name products to the world. JVC's overseas production ratio grew from 36% to 41% and its local procurement ratio from 23% to 24%, contributing to higher resistance to exchange rate fluctuations and to greater cost competitiveness.

JVC recently established a television factory in Mexico, a Components & Devices factory in Thailand, and a DVD disc factory in the United States. These new facilities are solidifying a position as critical production bases.

In February 1997, we established P.T. JVC Electronics Indonesia, an audio and visual product manufacturing company.



Established in Mexico in 1996, JVC Industrial de Mexico, S.A. de C.V. is a TV production base for the North American and Latin American markets, forming a strategic link in JVC's optimized world production structure.



In November 1997, JVC Beijing Electronic Industries Co., Ltd. in China completed a new factory for VCRs and camcorders.

The company's audio product factory began operations in November 1997 to meet increasing demand in Indonesia and to optimize JVC's world production structure for audio products.

In November 1997, we completed a new VCR and camcorder factory in China for JVC Beijing Electronic Industries Co., Ltd. With the completion of this factory, production capability of the company expanded to one million units annually, strengthening our response to increasing demand for VCRs in China.