

New President in Yokohama

➤ **New President for
dSPACE Japan K.K.**

➤ **Introducing
Hitoshi Arima**

➤ **Dr. Herbert
Hanselmann talks
about strategic
objectives**

As promised in our last issue, here are more details of our new subsidiary, dSPACE Japan K.K. in Yokohama, to give you an idea of what type of company we are. We spoke with Dr. Herbert Hanselmann, President of the dSPACE parent company, about his strategic objectives and asked Hitoshi Arima, President of dSPACE Japan K.K., to introduce himself.

Hitoshi Arima

You are now President of dSPACE Japan K.K. What was your previous position, and what were your responsibilities?

My previous position was President of MontaVista Software Japan and Vice President of Japan Sales of MontaVista Software, Inc., which is an embedded

Linux solution provider, located in California, USA. I started up the Japanese office of the company as a country manager in 2000, and managed all Japanese business and organization for 5.5 years.

The company grew successfully, especially in the mobile, telecom, and consumer electronics markets.

I was in the operating system industry for 16 years in total, and had experience of various management positions in development, technical support and business development at WindRiver and Integrated Systems. At Integrated Systems, I was also doing presales technical support for MATRIXx.

My first job after graduation from the university was as a development engineer working on an industrial robot, and I developed a robot for the automotive industry.

Why did you choose to pursue a new career at dSPACE?

I have been always very interested in the automotive market, especially automotive ECUs, through my job experience in the fields of industrial robots, real-time OS, and software like MATRIXx.

dSPACE is a leading company in this market, and it seemed so exciting to expand dSPACE's business in Japan, leveraging my business and management experience. At the same time, I was very impressed by Dr. Herbert Hanselmann's philosophy of business, and would really like to work with him.

In your opinion, what are the most crucial tasks during the start-up phase?

I believe that it is very important to form a professional and flexible team to respond to customers' needs and to provide superior service.

My crucial task is to establish an organization where all employees can exploit their ability to the full.

Could you describe the structure of your company for us?

The Japanese organization consists of sales, engineering and administration.

Today we have 12 local employees and 7 from German headquarters and we are planning to increase this number.



▲ *Hitoshi Arima, President of the new subsidiary dSPACE Japan K.K..*

What would you like to achieve in your first full year with dSPACE?

First of all, I would like to establish steady and reliable operation for direct sales. To do so, I will hire the necessary personnel, train all employees including sales and technical support, and build up a team who can provide superior service to ensure customer satisfaction.

What are your long-term goals?

My long-term goal is to establish stable management as well as the best reputation with our customers in Japan. I believe if I can achieve this, our employees can have a high level of job satisfaction and achieve self-fulfillment for themselves as well. For myself, I would like to contribute to society through the work.

Dr. Herbert Hanselmann

How would you describe the function of the new company?

Over the last 15 years, Japan has become one of dSPACE's largest export markets. The new company will give us closer contact with our customers. We can react to their needs and requests faster, and provide on-site support with experienced engineers.

Do you plan to increase the number of employees?

The plan is for approx. 30 employees, to cover not only sales, consultation, and product support, but also local and on-site engineering projects. Such projects will include customized specification, commissioning and maintenance of hardware-in-the-loop simulators, as well as process integration work for all our products.

dSPACE worked with a Japanese distributor for 15 years. Why have you now set up your own company?

Our time with LinX as our distributor was very successful for us, but the situation changed and this long-standing cooperation was no longer possible. That is why we decided to set up our fourth subsidiary in Yokohama, Japan.

Did you make special arrangements to guarantee service for customers, especially in the initial phase?

We had to cope with this new situation at short notice. We did not hesitate to complement our Japanese staff with a group of experienced engineers from headquarters. A lot of traveling was and is going on. Seven engineers from Paderborn are joining as expatriates for a long-term stay. They received language and cultural training so they can get their technical expertise across.



▲ *Dr. Herbert Hanselmann, President of the dSPACE parent company.*

dSPACE has a wide product range. Will you be focusing on anything in particular?

dSPACE always has been strong in hardware-in-the-loop simulation. In Japan, certain types of hardware-in-the-loop simulation are new to our customers. Naturally we will build our presence in that sector. But we will also put emphasis on calibration and rapid control prototyping applications, where extensive on-site support is necessary and important.

Thank you for talking to us.