



## TAKEO SHIMAZU

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### What are your goals for Brother in 2012?

My goal in this region is to have Brother be one of the most recognized brands. In the printer industry today in ASEAN, we are in the top group, but in the top three or four, depending on the country. We want, in every category, to be in the top or second in terms of market share.

### What is the edge that Brother has over other printer companies?

Brother owns our key printer technologies (we call them engines). The first engine is our laser engine; the second is the inkjet engine, the third is the LED engine, and the fourth is the thermal engine. Brother is the only printer company which owns four printing technologies, so we can take care of everything – quality, customer service and R&D team.

We focus on our users and what they want. Our engineers are working hard on some innovative technologies, but compared to some other companies our engineers are very willing to listen to our customers and what they want. And we do our best to bring what our customers want to the market at an affordable cost.

### As a print company, what does Brother see as the future of print in an increasingly digital and mobile world?

We see it as an opportunity. Brother's strength is in listening to customers and understanding our customers' needs. So if customers are going mobile, we can develop our product to fit their needs. Our new products can print to iOS devices as well as Android.

We do not stay in the same place, we always consider if the world changes. On top of printing, Brother is launching other businesses; we recently launched our cloud business solutions, so we are continuously making efforts to diversify our business.

