

20 January, 2009

C-DiC had the honor of being certified by the Aichi Prefecture as a “Brand Corporation”.

Aichi Prefecture, which is known nationally for its creativity and productivity, annually certifies corporations that have; demonstrated distinguished manufacturing ability; have appealed the manufacturing ability of Aichi Prefecture both nationally and internationally; and have helped constitute Aichi Prefecture’s brand image as an innovative and highly productive region, as an “Aichi Brand Corporation”.

The criterion used in the nomination is, “a manufacturing corporation managed under a superior corporate philosophy and outstanding leadership, that has innovated its business process, has demonstrated core competence, and has formed a strong customer value by constituting a brand image etc., while at the same time keeping the environment into consideration”.

“Core competence” refers to a competence or skill that can bring benefits to clients that no other corporations can supply.

“forming a strong customer value by constituting a brand image etc., ” refers to implementing the corporate strategy of supplying goods and services that clients desire, and improving “customer value” (commercial value, brand value, customer maintenance value, partner relationship value) .

By creating an “Aichi Brand” using the criterion stated above, Aichi Prefecture desires to promote the discovery of core competence within corporations, maintain Aichi Prefecture’s manufacturing ability and brand essence, and stimulate international competition.

End.