

A Family Business: Tsuchiya's Strategy and History

October 5, 2017



Koichi Ohara '04

President and COO, Tsuchiya Co., Ltd.

Koichi Ohara '04, President and COO of Tsuchiya Co., Ltd., opened up the lecture with a short overview of Tsuchiya as a leading chemical manufacturing company in Japan. Founded in 1950 by Koichi Ohara's grandfather, Kounosuke Ohara, the small family company started as a paint shop and blossomed into a principal company in automotive parts and chemical sales after joining forces with DuPont. Mr. Ohara then discussed the development of its R&D department, core technologies, and different manufacturing bases, demonstrating the many different industries and parts for which Tsuchiya provides supplies and manufacturing. He concluded the lecture by briefly sharing the company's strategy for global expansion and its overseas markets.

