

# 100 Next-Era CEOs IN ASIA 2013

— The region's best, brightest, most promising —

[◀ Previous](#)
[HOME](#)
[Next ▶](#)

Shinko Plastics Co., Ltd.

CEO **Hiroshi Kodama**

Year of birth 1965

Birthplace Tokyo/Japan

#### Message to young people

In the past, the leading country of Asia was Japan, which had established its superiority with its strong economic power, with Korea, China and Southeast Asia following behind. With China's GDP surpassing that of Japan's and the development of other neighboring countries, Japan is becoming just one of the many Asian countries. It depends on the power of the younger generation whether Japan is able to create a new, strong position among those countries.



I loved sports as a child, starting with karate and then baseball, going through intense training that helped me overcome my asthma and build a stronger body. I enjoyed mathematics in school, and my knowledge in math and chemistry helped when I started working in this industry.

After graduating from university, I worked for a major insurance company for 6½ years. New graduates, especially males, are usually placed in the sales department, but I found myself working in the finance department and familiarizing myself with bookkeeping and financial statements. I am very grateful for this experience, which taught me how to read company “numbers.” Also, I was later given the opportunity to work in the auditing department, thus I was able to learn the basics of accounting at this time in my career.

When I started working for plastic product distributor Shinko Plastics, I already had it in mind to become the CEO as a successor. Prior to assuming the post, I was able to experience different aspects of the company, from merchandise control to communicating with consumers, where I was deeply involved with the job sites. I believe those experiences formed the basis of my hands-on approach to management.

As Shinko is the frontrunner in this industry, my goal is to keep both the products and the overall business evolving. I am confident that my employees always get on with their work sharing this same belief.

Since the 1990s we have expanded our business overseas, mostly in China and South Korea. What is important when you expand your business overseas is not to misread the situation. It is important to collect information for going there and to construct ideas on how you move into this current and what you can make.

Manufacturing is a sector in which you can show your spirit of inquiry and cooperativeness, which are advantages for the Japanese people. Rather than ending up with self-satisfaction or passing popularity, we are requested to buckle down with our work, looking resolutely forward, I believe. In order for Japan to be active in Asian countries, which are developing their technological competence, I think it is important to manufacture high value-added products by making use of Japanese technology.

Our keyword is “environment.” We focus on developing environment-friendly and high-security materials. Among

them, we are actively handling materials related to light-emitting diodes, or LEDs. How we can provide materials that meet the needs of the current market and match up with the environment, I think 70 percent of the answers can be found in the field for a manufacturing company like us. So we stick to our principle of a thoroughgoing hands-on approach.

I hope that the younger generations will review the works that make use of Japanese characteristics. I want them to value the attitude to aspire to become an expert or professional in the industry. I believe that such a power shall lead to the reaffirming of the good aspects of Japan and showing these to the world. Let's do our best together.

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#### Company profile

<b>Name</b>	Shinko Plastics Co., Ltd.
<b>Headquarters</b>	Tokyo/Japan
<b>Founded</b>	December, 1950
<b>Number of employees</b>	118
<b>Type of Business</b>	Distribution of plastic sheets, films, raw materials, other related materials and plastic molding materials
<b>URL</b>	<a href="http://www.shinkopla.co.jp">http://www.shinkopla.co.jp</a>



[Back to top ▲](#)

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