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On **February 20, 2020**, Nisshinbo Holdings Inc. announced its initiatives to promote digital business.

In order to hasten the creation of a service business utilizing digital data from across the group as a whole, Nisshinbo has resolved to establish a Digital Business Promotion Office within its Corporate Strategy Center, effective April 1, 2020.

The Digital Business Promotion Office will serve as a fulcrum for the digital technologies owned by group companies including Japan Radio Co., Ltd. and New Japan Radio Co., Ltd. Nisshinbo plans to utilize the technologies consolidated in this manner for the purpose of product planning, marketing, and solution proposals, with a view to establishing a digital service business geared toward resolution of social issues. In establishing a new digital service business, the company also plans to engage in collaboration with IT/AI companies outside of the Nisshinbo group.

Nisshinbo targets digital service business sales of JPY10.0bn by 2025, primarily in such growth markets as IoT, autonomous driving and autonomous flight, local 5G, and smart healthcare. It seeks to enhance group corporate value through this launch of a digital service business drawing on monozukuri technologies (manufacturing expertise in value-added products).

This note is the most recent addition to the [full report](#).

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