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INTERNATIONAL

**'I DO
WHAT MY
HEART
IS TELLING
ME'**

DOLLY

ON ROCK, RHINESTONES AND HER GENRE-BUSTING CAREER

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ISSN 2052-1081



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Supplying essential products and services with dedication: Nissho Sangyo's remarkable journey

Starting from medical paper cups to KFC Japan take-out packaging, Nissho Sangyo has proven itself to be an 'Essential Supplier' throughout its history.

Established in 1966, Nissho Sangyo initially introduced single-use urine test paper cups to medical institutions across Japan. Subsequently, following the Osaka Expo in 1970, the company expanded its scope by providing one-way packaging materials to facilitate the launch of KFC in Japan. Both the medical and KFC segments adopted niche strategies, concentrating on disposable items such as single-use medical equipment and one-way food packaging.

"The KFC venture gradually transformed us into a 'Total Supplier', managing essential materials for KFC outlets and ensuring meticulous store deliveries to keep pace with the rapid expansion of the chain," says Akihiko Sakata, President & CEO of Nissho Sangyo Co., Ltd.

During the 1980s and 1990s, Nissho's successful model was applied to other restaurant chains, further fueling its growth. Then, at



the turn of the millennium, Nissho embarked on a revitalization of its medical business by venturing into the production of its own brand of disposable products through a fab-less approach.

"Following this, we leveraged our extensive delivery network to cater to the bulk purchasing and store delivery needs of a prominent pachinko chain in Japan," explains Mr. Sakata. "Throughout

"Our core strengths stem from being an 'Essential Supplier', integral to the needs of both our customers and society."

Akihiko Sakata,
President & CEO,
Nissho Sangyo Co., Ltd.

our extensive history, Nissho has fostered unique growth across a diverse range of businesses, positioning ourselves as one of Japan's most accomplished mid-sized enterprises. Rooted in the company's founding philosophy, we have also now shifted Nissho to become an 'Essential Supplier' thanks to significant support from all stakeholders."

Mr. Sakata links the company's long-standing success to dispos-

ables, strong supply capabilities and reliable logistics. Amid the COVID-19 pandemic, he also identified the need to wholeheartedly aid essential workers. Looking ahead, he envisions Nissho's role as that of an environmentally conscious entity.

"It's important for organizations such as ours to learn from like-minded organizations that develop cutting-edge technologies for environmentally friendly products, particularly in the realm of disposable products, such as those that are renewable, (bio)degradable, and compostable," Mr. Sakata says. "As Nissho Sangyo embarks on this mission, we strive to combine our dedication to essential services with an unwavering commitment to a more sustainable world."



www.nissho.net/en

ซัพพลายเออร์ผู้มุ่งมั่นในเรื่องผลิตภัณฑ์และบริการ: เส้นทางสู่ตำนานของ Nissho Sangyo

จากบริษัททำแก้วกระดาษเกรดการแพทย์ สู่ซัพพลายเออร์รับทำบรรจุภัณฑ์เดลิเวอรี่ให้ KFC Japan ในวันที่ Nissho Sangyo พิสูจน์ให้ทุกคนได้เห็นแล้วว่าพวกเขาเป็น 'ซัพพลายเออร์รายสำคัญ'

Nissho Sangyo ก่อตั้งในปี 1966 เริ่มต้นจากการเป็นผู้ผลิตแก้วกระดาษสำหรับบรรจุบีสวาวะเพื่อทดสอบในสถาบันการแพทย์ที่ญี่ปุ่น หลังจากจัดงาน Osaka Expo ในปี 1970 ได้มีการขยายธุรกิจไปผลิตวัสดุบรรจุภัณฑ์ใช้แล้วทิ้งให้กับ KFC ในญี่ปุ่นที่กำลังจะเปิดตัวในตอนนั้น การเจาะตลาดแวดวงการแพทย์และ KFC ถือเป็นกลยุทธ์เฉพาะกลุ่มที่เน้นสินค้าประเภทใช้แล้วทิ้งอย่างอุปกรณ์การแพทย์และบรรจุภัณฑ์ใส่อาหาร

"KFC คือผู้เปลี่ยนให้เรากลายเป็น 'ซัพพลายเออร์ครบวงจร' ทั้งเรื่องการจัดหาวัสดุให้กับ KFC หลายสาขาและการควบคุมคุณภาพในการจัดส่งเดลิเวอรี่เพื่อรองรับต่อการขยายสาขาอย่างรวดเร็ว" คุณ Akihiko Sakata ประธานและ CEO บริษัท Nissho Sangyo Co., Ltd กล่าว

ในช่วงปี 1980 และ 1990 บริษัท Nissho นำโมเดลธุรกิจนี้ไปใช้กับเซรามิกอาหารอื่น ๆ ทำให้สามารถ



"จุดแข็งของเราเกิดจากการเป็น 'ซัพพลายเออร์รายสำคัญ' ซึ่งเป็นส่วนสำคัญที่ทั้งลูกค้าและสังคมขาดไม่ได้"

Akihiko Sakata, ประธานบริษัทและ CEO, Nissho Sangyo Co., Ltd.

เติบโตอย่างก้าวกระโดด เมื่อก้าวเข้าสู่ปี 2000 Nissho ใช้โอกาสนี้ปฏิวัติธุรกิจการแพทย์ด้วยสร้างแบรนด์สินค้าใช้แล้วทิ้งของตัวเองโดยใช้โรงงานผลิตของตัวเอง

"หลังจากนั้น เราขยายเครือข่ายเดลิเวอรี่ของเราให้มากขึ้นเพื่อรองรับการขยายส่งและความต้องการในด้านเดลิเวอรี่ของเซรามิกในญี่ปุ่น" คุณ Sakata อธิบาย "ตลอดเวลาที่ผ่านมา Nissho ขยายธุรกิจไปในหลาย

หลายภาคส่วนครับ เราเป็นหนึ่งในองค์กรขนาดกลางที่ประสบความสำเร็จมากที่สุดในญี่ปุ่น ยึดมั่นในหลักการเดิมตั้งแต่ก่อตั้งบริษัท ในตอนนี้เราเป็นบริษัท Nissho ให้กลายเป็น 'ซัพพลายเออร์รายสำคัญ' เป็นที่เรียบร้อยแล้ว โดยได้รับการสนับสนุนจากผู้มีส่วนได้ส่วนเสียทุกคน"

คุณ Sakata กล่าวว่าปัจจัยที่ทำให้บริษัทประสบความสำเร็จมาได้ยาวนานขนาดนี้มาจากสินค้าใช้

แล้วทั้ง ความสามารถในการจัดหาสินค้าที่สูง และระบบโลจิสติกส์ที่นำเชื่อถือ ท่ามกลางสถานการณ์การแพร่ระบาดของโควิด-19 เขาเล็งเห็นถึงความต้องการในแรงงานที่จำเป็นต่อชีวิตประจำวัน (Essential Workers) โดยตั้งเป้าให้ Nissho เป็นองค์กรที่ใส่ใจสิ่งแวดล้อม

"องค์กรแบบเราควรเรียนรู้จากองค์กรที่มีเทคโนโลยีสมัยใหม่ในการสร้างผลิตภัณฑ์ที่มีความเป็นมิตรต่อสิ่งแวดล้อม โดยเฉพาะสำหรับสินค้าที่ใช้แล้วทิ้ง เช่น การทำให้สินค้าสามารถนำกลับมาใช้ซ้ำได้ ย่อยสลายได้ และสลายตัวทางชีวภาพได้" คุณ Sakata กล่าว "Nissho Sangyo มุ่งมั่นตั้งใจทำงานเพื่อให้โลกใบนี้ยั่งยืนมากยิ่งขึ้น"

Cung cấp sản phẩm và dịch vụ thiết yếu bằng sự tận tâm: Hành trình đáng nhớ của Nissho Sangyo

Bắt đầu từ cốc giấy y tế đến bao bì mang về của KFC Nhật Bản, Nissho Sangyo đã chứng tỏ mình là 'Nhà cung cấp thiết yếu' trong suốt lịch sử hoạt động.

Được thành lập vào năm 1966, Nissho Sangyo ban đầu cho ra mắt cốc giấy xét nghiệm nước tiểu dùng một lần cho các cơ sở y tế trên khắp Nhật Bản. Sau đó, sau Hội chợ triển lãm Osaka năm 1970, công ty đã mở rộng phạm vi của mình bằng cách cung cấp vật liệu đóng gói một chiều để tạo điều kiện thuận lợi cho việc ra mắt KFC tại Nhật Bản. Cả phân khúc y tế và KFC đều áp dụng các chiến lược thích hợp, tập trung vào các mặt hàng dùng một lần như thiết bị y tế dùng một lần và bao bì thực phẩm một chiều.

"Liên doanh KFC dần dần biến chúng tôi thành một 'Nhà cung cấp tổng thể', quản lý các nguyên liệu thiết yếu cho các cửa hàng KFC và đảm bảo việc giao hàng tận nơi một cách tỉ mỉ để theo kịp tốc độ mở rộng nhanh chóng của chuỗi," Akihiko Sakata, Chủ tịch & Giám đốc điều hành của Nissho Sangyo Co., Ltd. cho biết:

Trong những năm 1980 và 1990, mô hình thành công của Nissho đã được áp dụng cho các chuỗi nhà



"Sức mạnh cốt lõi của chúng tôi bắt nguồn từ việc trở thành 'Nhà cung cấp thiết yếu', không thể thiếu đối với nhu cầu của cả khách hàng và xã hội."

Akihiko Sakata, Chủ tịch & Giám đốc điều hành, Nissho Sangyo Co., Ltd.

hàng khác, tiếp tục thúc đẩy đà phát triển của công ty. Sau đó, vào đầu thiên niên kỷ, Nissho bắt tay vào việc khôi phục hoạt động kinh doanh y tế bằng cách mua hiểm sản xuất nhân hiệu sản phẩm dùng một lần của riêng mình thông qua phương pháp tiếp cận chế tạo phi sản xuất.

"Sau đó, chúng tôi tận dụng mạng lưới phân phối rộng khắp của mình để đáp ứng nhu cầu mua số lượng lớn và giao hàng tại cửa hàng của một chuỗi pachinko nổi tiếng ở Nhật Bản," ông

Sakata giải thích. "Trong suốt lịch sử lâu dài của mình, Nissho đã thúc đẩy sự tăng trưởng độc đáo trên nhiều lĩnh vực kinh doanh đa dạng, định vị mình là một trong những doanh nghiệp cơ trung thành đạt nhất của Nhật Bản. Bắt nguồn từ triết lý sáng lập của công ty, giờ đây chúng tôi cũng đã đưa Nissho trở thành 'Nhà cung cấp thiết yếu' nhờ sự hỗ trợ đáng kể từ tất cả các bên liên quan."

Ông Sakata liên kết thành công lâu dài của công ty với các mặt hàng

dùng một lần, khả năng cung ứng mạnh mẽ và dịch vụ hậu cần đáng tin cậy. Giữa đại dịch COVID-19, ông cũng xác định cần phải hết lòng hỗ trợ những người lao động thiết yếu. Nhìn về tương lai, ông hình dung vai trò của Nissho như một thực thể có ý thức về môi trường.

"Điều quan trọng đối với các tổ chức như của chúng tôi là học hỏi từ các tổ chức có cùng quan điểm phát triển công nghệ tiên tiến cho các sản phẩm thân thiện với môi trường, đặc biệt là trong lĩnh vực sản phẩm dùng một lần, chẳng hạn như các sản phẩm có thể tái tạo, phân hủy (sinh học) và có thể phân hủy," ông Sakata nói. "Khi Nissho Sangyo bắt tay vào sứ mệnh này, chúng tôi cố gắng kết hợp sự cống hiến của mình cho các dịch vụ thiết yếu với cam kết vững chắc vì một thế giới bền vững hơn."

竭诚提供必要的产品和服务： Nissho Sangyo的非凡旅程

从医用纸杯到日本肯德基的外卖包装，日昭产业株式会社在其历史上证明了自己是一个“必不可少的供应商”。

Nissho Sangyo成立于1966年，最初向日本各地的医疗机构推出了一次性尿检纸杯。随后，在1970年大阪世博会之后，公司扩大了业务范围，为促进肯德基在日本推广提供了单向包装材料。医疗和肯德基两个细分市场都采取了利基战略，专注于一次性物品，如一次性医疗设备和单向食品包装。

“肯德基的合资企业逐渐将我们转变为‘总供应商’，管理肯德基门店的必要材料，并确保细致的门店配餐，以便跟上连锁店快速扩张的趋势。” Nissho Sangyo株式会社总裁兼首席执行官Akihiko Sakata说。

在20世纪80年代和90年代，日昭的成功模式被应用到其他



“我们的核心优势源于作为一个‘必不可少的供应商’，与我们客户和社会的需求融为一体。”

Akihiko Sakata,
总裁兼首席执行官，
日昭产业株式会社

连锁餐厅，进一步推动了公司的发展。然后，在世纪之交，日昭开始振兴其医疗业务，通过无晶圆厂的模式冒险生产自己品牌的一次性产品。

“在此之后，我们利用我们广泛的配送网络来满足日本一家著名弹珠机连锁店的批量采购和门店配送需求。” Sakata先生解释道，“在我们悠久的

历史中，日昭活跃于各种业务领域，促进了公司独特的发展，将自己定位为日本最成功的中型企业之一。基于公司的创立理念，在所有利益相关者的大力支持下，我们现在也将日昭转变为‘必不可少的供应商’。”

Sakata先生将公司长期以来的成功与一次性用品、强大的

供应能力和可靠的物流联系起来。在新冠肺炎疫情中，他还指出，需要全心全意帮助基础工作者。展望未来，他设想日昭的角色是一个具有环保意识的实体。

“对于像我们这样的企业，非常重要的一点是，向志同道合的组织学习，这些组织开发了环保产品的尖端技术，特别是在一次性产品领域，如可再生、（生物）可降解和可堆肥的产品。” Sakata先生说，“随着日昭产业开始履行这一使命，我们努力将我们对基本服务的奉献与对一个更可持续发展世界的坚定承诺结合起来。”

