

Fujiarte Supports Japanese Manufacturing by Creating Opportunities for Global Talent

Founded in 1962, Fujiarte has over 60 years of experience in human resource services, connecting Japanese manufacturing with global talent. Amid demographic change, automation driven by the Fourth Industrial Revolution and evolving supply chains, the company supports productivity, resilience and the growth of both people and businesses in alignment with Japan's broader labor and industrial priorities. *By Cian O'Neill, Daniel de Bomford and Arthur Menkes*

In Japanese factories, every production line functions like a cog in a massive national engine. When one cog slips, strain is placed on the entire machine. As demand drives factories to operate at high speed, manufacturers are under increasing pressure to improve quality, boost productivity and compete globally. Securing skilled talent has therefore become one of the most deeply rooted management challenges.

For decades, Fujiarte has contributed to keeping this engine running. Founded in 1962 as a pioneer in the human resource services industry, the company has supported Japanese manufacturing through staffing and manufacturing outsourcing. Today, it partners with major corporations and global brands across sectors such as mobility and electronics, operating nationwide from more than 30 locations with a business model centered on staffing, outsourcing and recruitment.

Beyond Staffing: Outsourcing That Delivers Tangible Results

"Japan is the most rapidly aging society in the world. Every year, the labor force shrinks, and

labor shortages are becoming extremely serious issues, not only for Japanese society as a whole, but also for our industry and our company," says President and CEO Takashi Hirao. "The Japanese government and the human resource services industry are actively addressing these challenges through four key initiatives."

Fujiarte's strategy aligns with national policy priorities: promoting women's participation in manufacturing, creating meaningful employment opportunities for senior citizens, leveraging global talent to offset population decline and continuously improving productivity through AI, IoT and robotics. These pillars shape both the company's services and its approach to client support on manufacturing sites.

Fujiarte's business model directly contributes to solving these societal challenges. "Our business consists of three pillars: staffing, outsourcing and recruitment," Hirao says. "Among them, outsourcing is highly valued by our clients as a high-value-added service." Rather than simply supplying labor, Fujiarte assumes responsibility for entire manufacturing processes, from production management



"Our aim is to be a company where people from many countries can work together, realize happiness and build a better future."

Takashi Hirao,
President & CEO,
Fujiarte Co., Ltd.
<https://fujiarte.co.jp>



and quality control to productivity improvement, delivering clear and measurable results.

These outcomes are not abstract commitments, but are demonstrated through concrete figures and examples. On one personal computer production line, Fujiarte improved efficiency so that the same output could be achieved with 90 workers instead of 100, directly contributing to cost reduction. The company also focuses on improvement initiatives that significantly reduce defect rates through education programs and motivation building efforts. These achievements represent the core strength of Fujiarte's outsourcing model.

Training for Advanced and High-Precision Work

The ability to generate such performance stems from Fujiarte's training infrastructure, which resembles an academy more than a conventional staffing firm. "We operate a comprehensive education and training system called the Fuji Academy," says Hirao.

Employees undergo structured training starting with workplace fundamentals such as safety, discipline, quality awareness and communication, before progressing to industry-specific technical courses for automotive, semiconductors and electronics. Tiered leadership programs, taught by experienced trainers using actual equipment



on site, develop employees from operators to team leaders and managers.

As factory automation and digital tools advance, investment in human skills is becoming increasingly important. "Even as automation progresses, many processes, especially in industries handling high precision materials and components, still depend heavily on human skill and craftsmanship," Hirao says. To meet these needs, Fujiarte operates training centers offering technical courses and certification support, cultivating the next generation of engineers capable of operating and maintaining advanced manufacturing systems.

Global Talent as Japan's New Strength

Global talent forms the second pillar of Fujiarte's business model. For more than 30 years, the company has recruited and employed international workers, beginning with the Japanese Brazilian community and later expanding to Vietnam, the Philippines and Myanmar. Young talent in their 20s and 30s offsets the aging domestic workforce and brings new vitality and skills to manufacturing sites across Japan.

Having supported the employment of more than 100,000 global workers, Fujiarte's role extends far beyond job placement. The company provides comprehensive support, including interpretation and translation, housing arrangements, transportation, administrative procedures, medical assistance, educational support for employees' children and day-to-day settlement support. Fujiarte has established a local subsidiary in São Paulo to secure direct recruitment channels and, in Vietnam, has built trusted, community-based recruitment networks through regular visits and local engagement.

This people-first philosophy also influences client selection. Fujiarte intentionally avoids doing business with companies that lack adequate

compliance or safety measures. By ensuring that employees feel secure, respected and fairly evaluated, the company aims to improve the overall image of manufacturing as a career.



Expansion into Semiconductors, AI and Retail

Fujiarte's business extends well beyond manufacturing sites. To strengthen its technological capabilities, the company has welcomed Shincom Co., Ltd., which specializes in semiconductor design and AI engineering, into the group. "Through this M&A, we can create new synergies by combining manufacturing know-how with cutting-edge design capabilities, further advancing Japanese manufacturing," says Hirao.

The group has also added Fix Communications Co., Ltd., which specializes in retail sales promotion outsourcing. By providing tailored solutions such as store layout optimization, inventory management and sales campaign planning, Fix helped one major retailer triple its sales within six months of implementation. By integrating companies with strengths in manufacturing, advanced engineering and retail promotion, Fujiarte delivers high-value-added services through comprehensive consulting on human resource utilization.

A Culture That Supports Broad-Based Growth

Underlying this diversified business expansion is a deeply embedded corporate culture. Fujiarte's management philosophy is "to

pursue the material and spiritual well-being of all employees and contribute to the prosperity of society worldwide." The company believes that corporate growth cannot exist without the happiness of employees, customers and society.

Fujiarte's management philosophy centers on empowering employees to grow and find purpose through their work, while driving social value and contributing constructively to society.



Vision 2030: Growth Driven by Diversity

Fujiarte has established a clear long term management direction. Under Vision 2030, the company aims to achieve revenue of 100 billion yen (\$639.5 million) and employment for 20,000 people. It already employs approximately 10,000 people and generates around 60 billion yen (\$383.7 million) in revenue.

Looking ahead, Fujiarte will pursue further growth by expanding its domestic sales network, strengthening its presence in engineering fields such as semiconductors and creating more opportunities for diverse global talent to thrive.

"As a global talent company where diverse people can succeed and contribute to societal well-being, we want to continue supporting people of all nationalities and backgrounds so they can work and find happiness in Japan," Hirao says.

