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SENKO Advanced Components parent company name change and new logo

March 22, 2021, marks a new beginning for all of us at SENKO Advanced Components as our parent company SENKO Sangyo embarks on a journey into a new era with the adoption of a new name. SENKO Sangyo will henceforth be known as SENKO Advance Co., Ltd.

To quote Mr. *Ryosuke Okura, President and CEO* of SENKO Advance Co., Ltd in the recent SENKO Advance article: ‘We will continue to strive to enhance the customer experience in accordance with our motto of providing Always New Value, while maintaining the heart of Japanese “Omotenashi”, which revolves around passion, quality and care.’

Today, SENKO Advance Co., Ltd and its subsidiaries are recognised as global technology leaders, with a strong presence in the Americas, Europe, Africa, China, and the Asia-Pacific region. SENKO Advance Co., Ltd will continue to focus on its core business in the Automotive, Industrial Equipment and Optical Communication sectors according to the guiding principle of *providing the best customer experience globally while honoring our core values.*

In accordance with the new corporate theme of our parent company, SENKO Advanced Components (a subsidiary of SENKO Advance Co., Ltd) has proudly adopted a new corporate logo. We would like to take this opportunity to renew our commitment to *providing the best customer experience* through delivery of high-quality products with accountability and professionalism, and express our deepest gratitude for your continued patronage of Senko Advanced Components. We pledge to continue to exceed expectations, always striving to deliver new innovations and solutions that benefit us all.

SENKO Advance Co., Ltd New Logo

SENKO ADV[®]

SENKO Advanced Components New Logo

SENKO[®]
Advanced Components