

Takashi Kumakura Retires After 28 Years At Sony/Tek Helm

Takashi Kumakura, Sony/Tek's first and only president, retired February 1 after 28 years leading one of the most successful joint ventures between an American and Japanese partner. He was honored at a special dinner in Portland.

Since its beginning in 1965, Sony/Tek has contributed approximately \$200 million in earnings to Tektronix. "Two hundred million dollars is especially significant when you consider that Tektronix' original investment was \$139,000," said John Vold, International vice president. "Tektronix' 50 percent of the joint venture has contributed \$91 million to Tektronix earnings, and a larger contribution to earnings has been achieved with Tektronix sales to Sony/Tek — a number we estimate at \$110 million of Tektronix after tax earnings. Given its remarkable history of growth and development, it is notable that during Sony/Tek's entire life, it has been managed by one man — Mr. Kumakura."

Opened in 1965, Sony/Tek began as an engineering and manufacturing company. Tek's prior distributor in Japan, Midoriya, continued as Sony/Tek's distributor through the end of 1967. "So for its first two years, Sony/Tek itself did not actually sell any product directly to customers in Japan," said Vold. "Direct sales began at the end of 1967, and Sony/Tek over



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the last 28 years has sold approximately \$2.2 billion worth of products to customers in Japan."

Sony/Tek, the first joint venture for both Tektronix and Sony Corp., developed its first two products — two portable scopes — in 1968 and 1969. In 1968, the joint venture began exporting products to Tektronix, Inc., to be sold in the U.S. and other locations. Sony/Tek's first field sales office opened in Osaka in 1969, followed by its

next field sales office in Nagoya in 1972, the year Kumakura was named president. It expanded its manufacturing capabilities in 1975, when the Gotemba plant was built. The joint venture's eight-story headquarters building in Tokyo was completed in 1980. In 1983, further expansion of Gotemba was completed and more recently, Sony/Tek's expansion has been in its field sales office network with new offices in Yokohama, Hiroshima, Chiba, Matsumoto, and Kyoto.

Sony/Tek now has 13 field sales offices in addition to its Tokyo office.

Kumakura started his career at Sony Corp. in 1953. When he moved to the new joint venture in 1965, he traveled to Beaverton to learn more about Tektronix. "I moved to Sony/Tek at the very beginning," he said. "I came to Beaverton for orientation and training in the fall of 1964, the year of the Tokyo Olympics. At that time, Building 50 had not yet been completed."

According to Kumakura, there were only 20 large foreign affiliated companies in the electronics field in Japan in 1965, compared to approximately 1,500 today. "I believe I was one of the first Japanese who was involved with a foreign company right from its beginning and through the course of its growth and development," he said.

In his retirement, Kumakura plans to serve as an advisor to Sony/Tek, as well as travel and "work at my house to clean up things just left untouched for many years." He will be succeeded by Mr. Momoi, who at Sony Corp. has worked in the CRT and semiconductor areas and has also focused on overseas plant development.

"Twenty-eight years — it's a long time, but it went fast for me," Kumakura said. "My first appreciation goes to Tektronix for providing me with a number of exciting and challenging opportunities, from starting up a new company to later locating land for our own plant and

(Continued on page 2)

(KUMAKURA continued from page 1) offices, opening new sales offices, and developing product strategy.

"I appreciate and respect the people I worked with and learned from, including those in senior management, the world-class engineers and scientists, and the other fine men and women who helped me over the years."