

**Standardisation for
new concept products:
The need to accelerate
localisation**

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Profile of Nobuyuki TOSHIKUNI

- Carrier: 1973-: Joined Kubota Corporation
Tractor Engineering Dept.
As a tractor engineer,
- 1999-: General manager of TED
- 2001-2004: President of KTC (Kubota Tractor Corporation, U.S.A.)
- 2004: Director of Board
General manager of Tractor Division
- 2009: General manager,
Farm & Industrial Machinery
R & D Headquarters
- 2011: Senior Managing Executive Officer
- 2012: Senior Managing Executive Officer
General manager,
Research & Development Headquarters

Corporation information

- Established: 1890
- Employees (Consolidated): 31,400 persons (2013.3)
- Revenues (Consolidated): \$12 Billion (2013.3)
 - ※ Overseas revenues is approx. 50%
- Capital: \$856 Million
- Manufacturer based on Japan
 - having a good position in Asia
 - having advantage for small and compact farm machine



- With Global standards,
Manufacturers are able to have a business
all over the world.
- Without Global standards,
Manufacturers have to develop products to
meet local standards or requirements .
This reduces their capacity.

Agricultural machine

- Differences are
 - Type of crops
 - Regional, Ethical
 - Farmers scale
 - Road condition



Different requirements for the work and machine is based on many factors

- Eastern
 - Rice and paddy field
 - Small field / farmer



Small machine

- Western
 - Wheat / Corn and dry field
 - Large field / farmer



Large machine

Current situation with Global standard

- Agriculturally developed countries has advanced machines.
 - Western countries have these advanced machines and standards are made based on these larger agricultural machine.
 - Eastern countries do not have complete standardization for their small agricultural machine.

ex) No technical common standard for
Japanese special combine harvester,
Rice planter, Power krawler



Current situation with Global standard

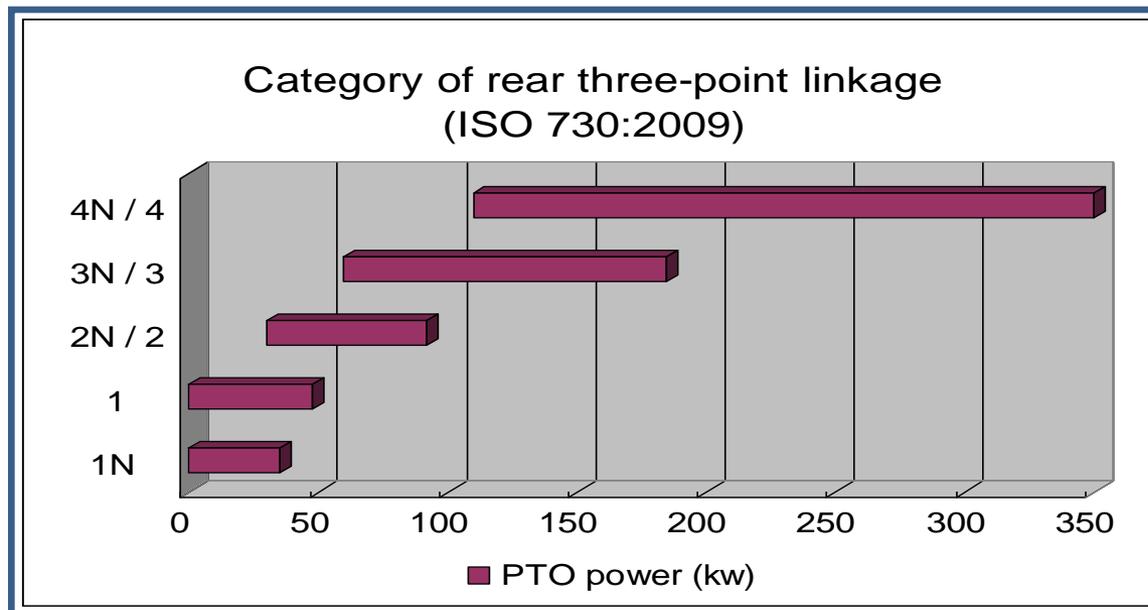
- Agricultural standard for larger machine does not fit to small agricultural machine in Eastern country.

ex) Japanese ROPS standard have additional selection than OECD code to meet smaller specification.

ROPS Code in Japan	Height of Clearance Zone
- Code 1 (OECD Code 4)	900mm
- Code 1N (OECD Code 7)	900mm
- <u>Code 2 (Special in Japan)</u>	<u>760mm</u>
for tractors not exceeding 2050mm tractor height	

Conclusion

- Standardisation should be done by covering whole global situation.
- Need to consider both Western Large machine and Eastern small machine when making standards. Some standards should cover a wider range, like the category of three point hitch.



Conclusion

- Standardisation should be done by covering whole global situation.
 - Need to consider both Western Large machine and Eastern small machine when making standards. Some standards should cover a wider range, like the category of three point hitch.
 - Manufacturers have difficulties to develop innovative products under completed and strict standard. Manufacturer should work for standardisation to allow more expansion in the world market.
- Kubota will contribute to do it.

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Thank you for your attention!