

TIME THE END OF HUMANITY

HOW REAL IS THE RISK?
A SPECIAL REPORT

Building on the Most Solid of Foundations

Japan's Hiraïwa Construction has found great success at home and abroad by championing proposal capability and reliable technology.



Toshikazu Hiraiwa, President and Representative Director, Hiraiwa Construction Co., Ltd.

Leading construction businesses are built on their ability to offer unique services, long-lasting quality and best value. For renowned Japanese firm Hiraiwa Construction Co., Ltd. these are the non-negotiable standards that form the cornerstone of its corporate mission.

The building firm refuses to enter into low-cost bidding wars, and instead relies on its reputation and track record as the perfect solutions provider to win suitable contracts. Favoring the Japanese *monozukuri* tradition of highest-possible quality standards, the company has enjoyed great success across its home nation and in overseas markets such as Vietnam and Taiwan – all based on the worth of its unique services. “Overall, we do not engage in projects that require bidding based on a cost-competitiveness approach, as we value our skills in creating buildings with distinct value compared to cheaper rivals,” said Toshikazu Hiraiwa,

the firm’s president. “Due to our track record of working with these ideas in mind, thankfully, we have been able to successfully expand in this way,” he said. Efficiency and constant improvement are major driving factors for all construction projects in Japan, and a matter of major R&D investment for Hiraiwa.

Its approach to productivity and improvement is based on the ideals of making projects run faster and as efficiently and reliably as possible, while also looking to the future to utilize new technologies and organizational systems such as BIM (building information modeling) and CIM (construction information modeling). Past projects have included huge civil engineering works, such as roads and seawall construction, as well as sports arenas, offices, hospitals, elderly homes, and apartment blocks.

While earthquake-resistant standards in Japan are high, the firm looks to exceed them with new technological developments. “Almost all buildings in Japan have been renovated to meet strict safety standards and a lot of this work has been contracted to us, including requests from the public and private sectors for assessments,” said Hiraiwa. “There might still also be additional scope for us to improve structures. Examples of this include absorbing rubber structures that can minimize

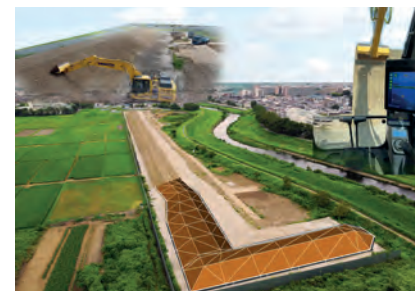
shaking within the building, especially in high-risk areas where stable buildings are required, such as hospital operating theaters,” he said. In terms of its commitment to sustainability, Hiraiwa Construction has committed to reducing the carbon impact of materials while also focusing on renewable energy sources such as solar panels. The firm has also worked hard to establish a solid base in Vietnam, ahead of other Japanese companies, thanks to a combination of Japanese engineers working on site and always providing Japanese quality for great value and prices. As a result of its success in Vietnam, Hiraiwa opened the only restaurant in Taipei specializing in Japanese crab dishes. Its presence in Vietnam and Taiwan has led

to an expansion of its ventures, with Hiraiwa offering new brokering services to match interests and support communication between Vietnam-

“We want to be a unique company that always looks ahead and continues to take on challenges.”

Toshikazu Hiraiwa

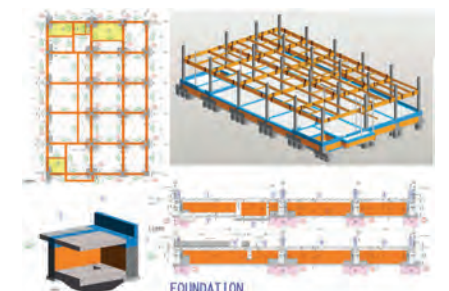
ese and Taiwanese corporations. Thanks to its spirit of innovation and expansion, Hiraiwa is literally building on its own success. Most importantly, its leadership knows how to retain a strategic advantage to make deals, which has kept it a cut above rivals at home and abroad. “We are able to provide a better project than competitors with our unique and encompassing services, while making sure that buildings last longer,” said Hiraiwa.



Hiraiwa is engaged in many diverse projects.



The business has many clients in Vietnam.



Innovation is central to the firm's future.