

Nidec CEO Interview Appears on NYSE Website

Nidec Corporation (NYSE: NJ) CEO Shigenobu Nagamori interview appears in New York Stock Exchange website's column "THE BIG STAGE –Leaders-" focused on remarkable company's leaders. The title is "Breaking the Mold -Nidec CEO Shigenobu Nagamori rises to the challenges of business and culture-", and Mr. Nagamori spoke with "THE BIG STAGE" about Nidec's strategy and his management style.

Summary of the interview

Q. What advice do you have for young entrepreneurs today?

A. People's capabilities are not so different from each other. Therefore, if you work doubly hard as your competitors and don't relax once you achieve some success, you can achieve your dreams.

Q. A major Nidec market is shrinking as SSD replace HDD in computers. How are you dealing with this challenge?

A. All products have a certain lifetime. We are diversifying through mergers and acquisitions and moving into new markets, particularly autos, industry and electric appliances. We are already designing and delivering products for these markets.

Q. A diversification strategy can be rewarding if successful, but carries the risk of costly failure. How do you ensure success and avoid the pitfalls?

A. The purpose of M&A should not be to make the company bigger, but rather to make the company stronger. We carry out our own appraisal of a company's technology and management capability. Then we can judge its value to us and won't pay more than that value.

Q. Why did you publish a comic book about yourself and Nidec?

A. To educate young students about how exciting and rewarding it can be to start up your own company.

Q. Why do you have new employees spend time doing jobs such as cleaning company toilets?

A. You can trust people who are willing to work hard and get their hands dirty. Those who avoid such dirty work lack a spirit of challenge.

Q. What are your passions outside of work?

A. I don't have any. All my time and energy are spent on growing Nidec. This gives me the greatest satisfaction. People often enjoy hobbies so much because they don't enjoy working. I come into work every day at 6:50 and work 365 days a year. This is my passion.