

KEY PERSON

At present, Fukuda and Partners Co., Ltd. (F&P) is the hottest company in the business district of Yangon. F&P specializes in project management of architectural design and construction for logistics and commercial facilities. The first building (Building B) was designed by F&P and has opened in Tharkayta township. We asked President Fukuda about his business and prospects in this country.

**Fukuda and Partners
Co.,Ltd. (F&P)**
President and CEO
Tetsuya Fukuda

The development filled with the passion of President Fukuda A logistics facility designed by the facility building professionals

"F&P ranks 2nd in Japan in the design office and logistics facility building in Japan. New facility opened at Tharkayta township"

The company has been increasing sales and profits for 19 years since its foundation. "Fukuda and Partners" has the strength in building logistics facilities

and is Japan's second largest for sales of the logistics facility design department of a design office located in Japan. The company provides one-stop services from land selection to design, construction supervision, project management (PJM), and property management (PM) as their specialty. About 90% of their domestic business consists of logistics facilities business. The company is involved in most of

the logistics warehouses of super-large foreign-affiliated e-commerce sites, and has many major listed companies as its business partners. Its annual construction deals exceed 600 billion yen, and its solid technical skills and experience is widely recognized in the market.

President Fukuda visited Myanmar for the first time in 2012 for research purposes, to consider where the company would be based in Southeast Asia. At first sight, the president fell in love with the Myanmar people's familiarity with the Japanese people and the Myanmar people's mild nationality. On the other hand, he determined that Myanmar has high potential as a business, and he decided to enter the business in Myanmar. "I love this country more than a business perspective," said President Fukuda.

F&P MYANMAR CO., LTD. was established in 2014. It has grown steadily after receiving services such as design and supervision of serviced apartments, truck maintenance factories, construction PJM in the Thilawa Special Economic Zone (SEZ) and Mingaladon Industrial Park. Furthermore, at the same time as the completion of a project at a major logistics facility at Thilawa SEZ, the company has fully demonstrated its specialty areas, including receiving orders for projects from other logistics companies.

Last year, in September 2019, the company opened the multi-functional facility "L.L. Town Tharkayta Building B" (operated by FLP Tharkayta Co.,Ltd. (FLP)), which has the functions of a three-temperature zone storage and co-working offices that fully utilized the company's specialties. Naming "L.L." stands for lifeline and logistics, and President Fukuda, who once experienced a severe sites after the Great East Japan Earthquake, "I realized that logistics delivering food and other goods is exactly a lifeline."





Profile - Tetsuya Fukuda

Born in Chiba Prefecture in 1966. After graduating from Nihon University, in 1989 he joined Fujita Corporation, a major general contractor. After working at the Tohoku branch, he set up a logistics and production engineering department at the head office sales headquarters, and turned it into a business unit with sales of 10 billion yen in three years. He became the youngest director at the age of 34 at the time. He left the company in 2001 and founded Fukuda and Partners. Assumed the post of President and CEO.

Combining the word "Town" with the desire to be a facility that has the function of delivering goods, supports the local lifestyle, and contributes to the community, they named it "L.L. Town".

This building is located in Tharkayta township, which is easily accessible to Thilawa SEZ, and is almost halfway between downtown, which is the center of the city. The company will also be able to distribute products in small subsections to Yangon city, fully provided with refrigeration and freezing facilities that can handle three-temperature zone storage, and anticipate growing demand for food distribution. In addition to having co working office spaces, 24-hour security, lower rents than in central Yangon, short-term contracts possible, refresh spaces, and more than 100 parking lots. Also, it has a large conference room for 180 people and a shuttle bus service for commuting is planned.

"Our role that can be realized since it is Myanmar. The goal is to improve customer satisfaction"

"I've been watching Tharkayta township for the last five years. Thilawa is a large and optimal logistics base, but I'm more interested in the location where it is easy to respond to people and stores in Myanmar who live near downtown. I really wanted to create a base where we could deliver things promptly."

In the future, he hopes to attract educational facilities, vocational schools, clinics, restaurants and convenience stores to "L.L. Town Tharkayta" to make the facilities and towns useful to local residents. "In the past, Ambassador Maruyama had previously stated that he would like us to expand the close relationships between both nations to the even connection of business levels between private companies. We are actually doing the business

with Japanese SMEs and Myanmar companies. We feel that it is important to create a lot of these cases that could lead to even more exchanges between Japan and Myanmar."

While President Fukuda is not always stationed in Myanmar, he comes to Myanmar every month, and fully engages in his duties. Even he stays up time to time. He has a strong passion for this country. "I'm not always in Myanmar, so I have to increase the frequency to work on. Otherwise, I can't catch up with those who are residents." The company does not have a complicated strategy. The company focuses on increasing customer satisfaction by "quick response", "improvement of quality", and "thoroughly addressing customer requests".

President Fukuda believes that small things add up to make a big difference

and eventually differentiate the business and operations from others and win the trust of customers.

"I have been looking at Asia and Myanmar in a long span. If people start saying, "F & P has knowledge in Myanmar.", then they will feel they can count on us. In Thailand and Vietnam, we have a lot of competition and our role is limited over there, so we may struggle for now, but we believe that having a big role in Myanmar in the future will be lead to our future."

President Fukuda's passion for Myanmar, also his passion for contributing to the country, his dynamic attitude and agility, which are the company's strengths as a SME. I hope that the company's business, which embodies the believes of President Fukuda, will help the country prosper.

