

New friends from abroad (No.5)

So far, we have introduced 10 women in the industry. We have launched the initiative "New Friends from Overseas," and this time we will feature the fifth participant. There are still aspects of Japanese society that remain intolerant of diversity (or permanence). This plan aims to address that issue.

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DAHUA TECHNOLOGY JAPAN COMPANY LIMITED

President Brian Li / 李斌 Born in 1987 in China

<Reason for coming to Japan>

I have always been interested in Japanese semiconductors, communications, and electrical appliances, I participated in the exchange student program of JETRO (Japan External Trade Organization) at the age of 22 in 2009. I pursued a master's degree in Information and Communication at Hokkaido University.

After graduating, I joined NEC Corporation, where I collaborated with colleagues from China, Thailand, Vietnam, South Korea, Europe, and the United States, providing me with ample opportunities for learning. Subsequently, I returned to China and began working in the Global Customer Strategy Department at Dahua Headquarters in 2015. In 2020, I started working in Japan again as the president of Dahua Technology Japan.



<The good and bad things about coming to Japan>

When I was at Hokkaido University,, I was moved by the snow and had the chance to experience winter sports. I also enjoy anime and dramas. In particular, I watched the entire series of "Aibou."

This is not a pity, but during the Japanese New Year, there is more contact with Chinese enterprises, and Japanese enterprises do not take holidays during the Chinese Spring Festival, so I am looking for a solution while enjoying the holidays.

<What I have learned from my work>

If you can integrate hardware and software, cross-industry partners, and different departments toward a certain goal, great value will be created. It can be very difficult, but if you can prioritize and focus on what is difficult but needs to be done, the overall speed of improvement will be faster. I think that's the role of a leader. Depending on the case, you may be able to gain trust by making concessions first and setting up an opponent.

<Hard work>

We pay special attention to legal compliance. I have received advice from JEAS on personal information protection and utilization, and I asked JEAS to conduct an interference test with EAS medical devices, and taking a test at Hokkaido University Graduate School of Information Science, which is also my alma mater. Following the rules is good for users, and it also leads to the formation of a good market.

<My Dream>

I want to be a bridge between Japan and China through economic exchanges. In addition to crime prevention, using AI cameras to save manpower in stores and factories,

participating in international conferences on these themes, and cooperating with each other in times of disaster. I sincerely hope that the two countries will become good neighbors .

<Advice for foreigners who are going to work in Japan>

As the saying goes, "When in Rome, do as the Romans do." Learning different values leads to your own growth. As an example, even on your days off, I recommend that you go to as many places as possible and touch the climate and humanity of the land. It is also fun to taste the local cuisine, tea and sake. When I notice it, I think that I am a person who enjoys communicating. That's a great skill. (Laughter)

<Expectations for JEAS>

For themes with high market demand, such as current initiatives like "measures against self-checkout fraud," "enhancing the security of transportation and related stores," "digital transformation of stores," and "data governance," I hope to see more companies come together to discuss innovative solutions. Additionally, it would be fantastic if there were opportunities for users to learn about these developments.



The Japan Industrial Association of Electronic Article Surveillance Machines

<https://www.jeas.gr.jp/en/index.html>