

Business Development of the Nitto Group

The Nitto Group first gained a foothold outside of Japan when we established the New York Office in 1961, and we have since made remarkable progress under the guidance of our Global Niche Top® strategy. More recently, we have been accelerating our business expansion by embracing the Area Niche Top® strategy, which involves responding to the unique needs of each region to seize a leading share in the market.

