

## Frost & Sullivan honors Shimadzu

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Shimadzu, a global leader in providing analytical solutions, scientific equipment, testing machines, balances and medical equipment, has received the 2015 Frost & Sullivan Asia Pacific Mass Spectrometry (MS) Company of the Year award.

The award was bestowed on the Asia Pacific subsidiary of Kyoto-based Shimadzu Corporation, which is celebrating its 140th Anniversary this year. Interestingly, Shimadzu's Koichi Tanaka is also the only person in the world to have won a Nobel Prize in Chemistry for pioneering MS analyses of biological macromolecules in 2002.

Shimadzu (Asia Pacific) operates across 18 countries in APAC, ventured into providing MS technology to its customers in the year 2010. It has since emerged strongly as one of the most sought after MS leader in the region.

Two key factors were evaluated while deciding on the Company of the Year Award - 'Visionary Innovation and Performance' and 'Customer Impact'. While Visionary Innovation and Performance included criteria like Addressing Unmet Needs, Visionary Scenarios Through Mega Trends, Implementation Best Practices, Blue Ocean Strategy and Financial Performance; Customer Impact considered criteria like Price/Performance Value, Customer Purchase Experience, Customer Ownership Experience, Customer Service Experience and Brand Equity.

Ms Rhenu Bhuller, partner and senior vice-president, Asia Pacific Healthcare Practice, Frost & Sullivan, said, "Since 2010 when Shimadzu launched its first triple quadrupole mass, the company has continued to push the boundaries in providing advanced solutions. The company's expansive analytical range of high-speed technologies that provide high sensitivity performance as well as excellent data quality enables improvements in analytical throughput and expands the potential range of applications. Keeping the end user in mind, its user-friendly interfaces also provide for good customer experience leading to more productive analytical workflow. As the requirements of qualification for applications requiring high sensitivity and speed in the Asia Pacific region grow, Shimadzu's solutions are well placed to meet the needs of the industries within the region."

Mr Kiminobu Imura, managing director of the Shimadzu (Asia Pacific) said, "It is a very big honor for us to receive the prestigious 2015 Frost & Sullivan APAC Mass Spectrometry Company of the Year award. I would like to congratulate everyone at Shimadzu (Asia Pacific) for their dedication in working towards the company philosophy of "Contributing to Society through Science and Technology". The recognition by Frost & Sullivan reiterates our commitment towards our customers in line with our company's slogan. 'Excellence in Science' is not just our motto but is a way of life for us at Shimadzu. This award proves that our efforts are certainly helping to make the world a better place."