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Toyo Keisokuki Co., Ltd. started its business in 1951 at the Akihabara Radio Center in Tokyo, Japan as a trading company of measuring (instruments) it handles electric measuring instruments and components mainly for universities and other educational institutions, and laboratories of major companies. The company has been strengthening its business structure in Japan and has been deploying businesses overseas as well. In the calibration business, it has bases in Malaysia, Vietnam, Hong Kong, and Zhuhai in China.

In Japan, Toyo Keisokuki also has sole agency agreements with measuring instruments manufacturers in countries in Europe, as well as in China and Taiwan, and offers an extensive lineup of Japan-made electronic measuring instruments in the overseas market commercially.

Toyo Keisokuki takes pride of its showroom (solution square) located at the first floor of Keisokuki Land Building in Akihabara. The showroom exhibits latest representative measuring instruments in operation from manufacturers worldwide. These products integrate leading-edge applications and solutions manufacturers have created in accordance with their own plans. It is the only permanent showroom exhibiting measuring instruments in Japan, where visitors can actually operate various measuring instruments and get to experience their performance.

A “measuring experience booth” is also provided at the square, enabling manufacturers and members to freely hold events, like product demonstration. Latest technologies and solutions



This month's cover is taken at the showroom on the first floor of Toyo Keisokuki's head office. From left, Yukari Asai, Sales Specialist; Hidetsugu Yamaki, President & Chief Executive Officer; Makoto Yanagidate, Executive Vice President; Takumasa Yamaki, Sales Engineer; and Technical Adviser, Toshitaka Baba.

compliant with various standards are also introduced.

Hidetsugu Yamaki, President & Chief Executive Officer of Toyo Keisokuki Co., Ltd., says, “Our company was founded in 1951 in Akihabara, the world's electronics quarter. Over more than half a century to date, we have deployed marketing activities finely tuned to customers' standpoint, as a technology-oriented trading company specialized on measuring instruments. Latest measuring instruments can be sold personally at the store, while corners for resale products (second-hand products with warranty), and recycled products (without warranty) are as popular as new products, always with more than 2,000 units on display. This allowed visitors to check them first hand anytime.”

Aside from customers who come to Akihabara to purchase necessary products, many customers come to

Akihabara to consult issues associated with measuring instruments or to collect information on products. Therefore, Toyo Keisokuki has a showroom always displaying products of 17 major measuring instruments manufacturers and focuses on consultations through measuring concierge. It also provides a wide range of services, such as periodical calibration and repair.

Recently, the company actively handles measuring instruments for new fields, including test tools for the Wi-Fi-related market and fault diagnostic equipment that makes use of ultrasonic waves. In addition, the company also holds technical seminars targeted at teachers of technical high schools, technology colleges, and institutes of technology, in order to share advanced and practical specialized knowledge. The company also supports the activities of the “Study Group for Advanced Analog Technologies,” which discusses latest information on electronic components and development and research results of latest analog technologies, thereby strengthening relations with local communities.”

Meanwhile, Gauge, a measuring instruments bar opened in Akihabara in 2016, is popular as a historical corner. It displays many vintage measuring instruments and weighing instruments that were used by various industries from the beginning of the Showa era (1926 to 1989) through the revival period after the war.

Yamaki says, “We are targeting to become a trading company that is useful for customers with a “one-stop shop” in mind, which can provide anything related to measuring instruments.”

1951年、東京・秋葉原ラジオセンターに大学等教育関係や大手企業研究室等を主な顧客に、電気計測器及びその部品等を取扱品目として事業をスタートした計測器商社の東洋計測器は、日本国内の事業体制を強化するとともに、海外事業も展開。校正事業部門ではマレーシア、ベトナム、香港、中国（珠海）に海外拠点を構える。

また、欧米や中国、台湾の測定器メーカーと日本総代理店契約を結び、国内外の多彩な電子計測器のラインアップを商材としてそろえている。

同社の大きな特徴の一つが、秋葉原にある本社ビル『計測器ランドビル』一階に設けられたショールーム（ソリューション・スクエア）だ。日本国内・海外の代表的な計測機器メーカーの最新製品を稼動状態で展示し、各社が独自企画で作成した最先端のアプリケーションやソリューションを紹介。各種計測機器を実際に操作し、感触や性能を体験できる日本で唯一の計測機器常設展示場だ。

また、スクエア内にメーカーや会員が自由にイベントを開催できる”計測体験ブース”を設けており、最新のテクノロジーや各種規格に対応したソリューションのご紹介なども行っている。

同社の八巻秀次社長は、

「当社は世界の電気街「秋葉原」にて1951年に創業、今日まで半世紀以上に亘り技術志向型の計測器専門商社として、お客様の立場に立ったきめ細かい営業活動を展開してきた。とくに店舗における対面販売の特長を生かした最新計測器、およびリセール品（保証付き中古製品）、リサイクル品（保証なし）などは新品に劣らない人気コーナーとして常時2000台以上を在庫展示し、いつでも手に取って確かめることができる。

秋葉原には必要な商品を買求めに来られるお客様の他、計測器に関する悩みや相談、あるいは製品情報の収集などを目的とされるお客様も多いため、主要計測器メーカー17社のショールームを常設し、計測コンシェルジュによるよろず相談、定期校正や修理など幅広いサービスの提供にも注力している。

最近ではWi-Fi関連市場のテストツールや超音波を活用した故障診断装置など新しい分野の計測器についても積極的に取り組んでいる他、工業高校、高専、工科大学などの先生を対象としたより高度で実践的な専門知識を共有するための技術セミナーの開催や、電子部品に関する最新情報や最先端のアナログ技術の開発と研究成果を話し合う「先進アナログ技術研究会」の活動をサポートするなど地域社会とのつながりを強めている」と話す。

また、2016年に開店した計測器バー「ゲージ」は、昭和初期から戦後の復興期にかけて各産業で活躍したヴィンテージものの計測器・計量器を数多く展示するヒストリック・コー

ナーとして好評だ。

「計測器に関することなら何でも揃う「ワンストップショップ」を念頭に、今後とも皆様のお役に立つ商社を目指している」と八巻社長。

今月号の写真は東洋計測器本社ビル1階にあるショールームで。
向かって左から

販売内務 Sales Specialist	浅井 友香里 Yukari Asai
社長&CEO President & CEO	八巻 秀次 Hidetsugu Yamaki
専務取締役 Executive Vice President	柳館 亮 Makoto Yanagidate
セールスエンジニア Sales Engineer	八巻 拓正 Takumasa Yamaki
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