

Global Structure

We work as a united global team in every aspect of our business activities.



The true global company the Brother Group aims to become

The true global company the Brother Group aspires to be shall:

- Anticipate customer needs in the global market to always deliver innovative products that suit them
- Have active employees working together regardless of nationality, gender or generation
- Realize an optimal balance of global business operations, such as development, production, and sales, by positioning them in the most appropriate regions, and thereby achieve long-term management stability

We believe that true globalization could be established as one of Brother's unique advantages before anyone else by establishing a more solid management base with the group's know-how accumulated at our facilities in every region and shared in depth.



Case Example

Brother's sales companies strengthen their collaboration by sharing respective public relations and exchanging their opinions



▲ A participant reporting on PR activities conducted by her company



▲ Participants exchanging their opinions

With the aim of providing valuable information to their customers, Brother's sales facilities in Europe work in collaboration to conduct public relations activities.

Brother International Europe Ltd. ("BIE"), the European regional headquarters of the Brother Group, provides respective European facilities with a variety of materials, such as images, to help them publish information about how Brother's products and services can support customers and solve their problems on social media. Each facility utilizes such materials and conducts its unique public relations in a way that fits its national culture and customs.

Public relations study meetings, called "PR academy," have been held since 2008 with the purpose of further enhancing cooperation among those facilities and the quality of their information provision.

In 2018, this academy took place in the UK with the attendance of approximately 30 publicists from Brother U.K. Ltd., Brother France SAS, and the Brother Group's headquarters of Brother Industries, Ltd., and so forth. This three-day academy consisted of a debrief session in which respective facilities reported on their PR activities and a training session on how to use SNS and how to deal with the media during a crisis. It also provided an opportunity for the participants to exchange their opinions, including requests to BIE. One of the participants stated that this academy was a valuable opportunity to know and learn PR activities conducted by respective sales facilities, and the training workshop, which involved collaborative work, helped strengthen cooperation among the participating publicists.