02 Value Creation Story

2-1 Purpose and Value Creation Process

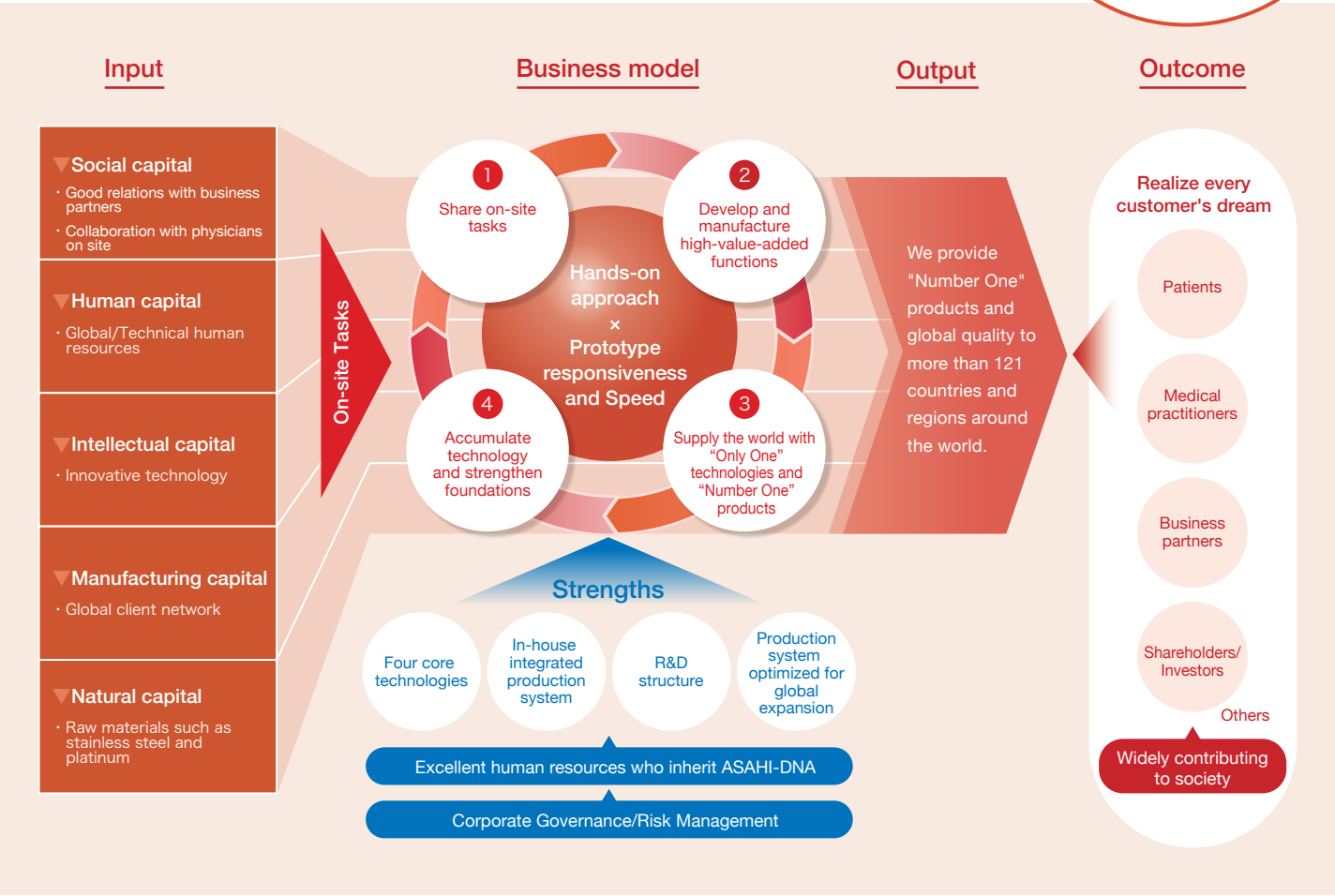
We will continue to be a global niche-leading company by challenging the needs of doctors and business partners with our unique technological capabilities.

Contribution to extension of healthy life expectancy

Company that can comprehensively solve clinical issues in minimally invasive treatment

●Purpose

By continuing to address the needs of doctors and business partners around the world with our unique technologies, we will provide high-value-added “Number One" products with global quality and realize the dreams of customers around the world. We aim to contribute to the sustainable development of society and remain a global niche-leading company by constantly looking at the global market and taking on bold challenges.



2-1 Purpose and Value Creation Process

We aim to grow our value over the long term by building relationships of trust with our various stakeholders and sharing the fruits of our activities.

Asahi Intecc's Importance of Existence

Asahi Intecc Group's mission is to supply the world with “Only One” technologies and "Number One" products as an R&D-oriented company in the fields of medical devices and industrial components so that, based on safety and reliability, we realize dreams of all of our customers and contribute widely to society.
In the medical devices field, we develop, manufacture, and sell minimally invasive treatment products that reduce pain by minimizing the size of wounds, which improves the quality of life（QOL）of patients and enables them to leave the hospital earlier, to thereby contribute to solving social issues in relation to people's health and medical care.
Recent progress of industrial and economic globalization requires proactive engagement of companies to solve global social issues such as the SDGs（the UN Sustainable Development Goals）. As an R&D-oriented company, Asahi Intecc Group will continue to contribute to the world's medical and industrial fields by honing our unique technological expertise, and also strive to strengthen our management base from the perspective of ESG.

Asahi Intecc's Stakeholders

We, Asahi Intecc Group, aim to grow our value over the long term by building relationships of trust with our various stakeholders and sharing the fruits of our activities.

Asahi Intecc's Sustainability

Asahi Intecc Group believes that sustainability involves building relationships of trust with our stakeholders and applying our value creation process（a virtuous cycle of promoting businesses and strengthening foundations）to fulfill our mission, in order to establish our corporate brand, the Asahi brand.

Build relationships of trust with stakeholders

Address our value creation to fulfill our mission

Establish the Asahi brand（corporate brand）

Stakeholders	Our Relationship/Responsibility
Employees	Developing human resources and creating a fulfilling workplace
Patients/Doctors	Sharing on-site issues and co-creating value
Partners/Suppliers	Procuring sustainably
Local community	Supporting local community development as a corporate citizen
Global community	Solving social issues through business
Shareholders/Investors	Holding constructive dialogue
Natural environment	Reducing environmental burden

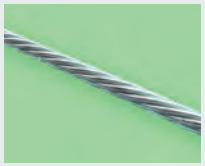
2-2 Business and Products

We develop, manufacture, and sell industrial equipment for the purpose of guiding treatment devices to the affected area, including guide wires that are essential for catheter treatment*1, and medical devices mainly consisting of access devices*2.

Device Division 11%

Industrial equipment field 4%

Industrial components



Torque rope

Synchromesh wire rope

Medical components

Cable tube

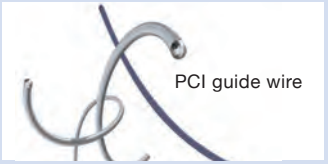
Wire rope

Medical Division 89%

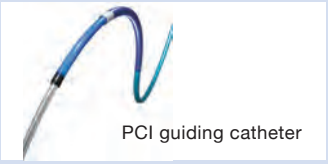
Medical device field 96%

Own brand products and OEM supplies

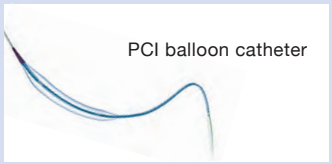
Access devices for treatment



A PCI guide wire, inserted into a blocked or narrowed blood vessel, serves as a guide required to navigate medical devices such as the PCI balloon catheter and stents used for catheter treatment in the affected area.



A tube inserted into a blood vessel from the point between the puncture site and the entrance of the coronary artery. It safely navigates medical devices such as PCI guide wires and PCI balloon catheters to the entrance of the coronary artery.



A catheter used for opening up blocked or narrowed blood vessels. It is inserted into a blood vessel along a PCI guide wire, and it opens up the blood vessel inside by pumping up a balloon with a diameter of 1 to 5 mm placed on top.

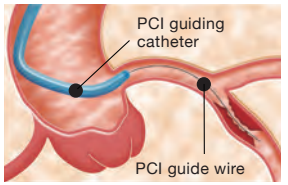
A catheter that assists a PCI guide wire in passing through a blocked blood vessel.

At the time of establishment → **Present**

What is PCI (percutaneous coronary intervention) treatment?

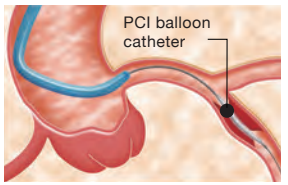
❶ Passing through of PCI guide wire

A small-sized tube called a PCI guiding catheter is inserted into a blood vessel and a PCI guide wire is fed through this tube.



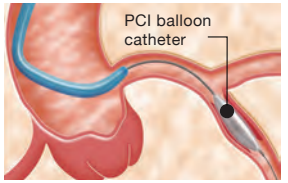
❷ Insertion of PCI balloon catheter

Along with the PCI guide wire, a PCI balloon catheter is moved through to the point of the narrowed portion of the blood vessel.



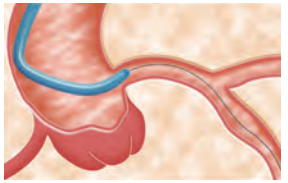
❸ Dilation of PCI balloon catheter

The balloon is dilated to push the blood vessel out from the inside.



❹ Removal of PCI balloon catheter

The narrowed portion is widened and blood flow improves.

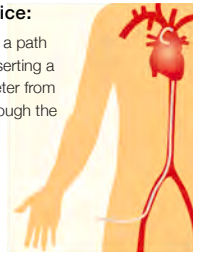


*1 **Catheter treatment:**

A method where a small tube called a catheter is inserted through the wrist or groin to treat lesions in blood vessels. It is used for treatment in various fields and diseases because it can provide treatment without surgery such as thoracotomy, which makes it less painful for patients (minimally invasive) and enables them to return to normal social activities early.

*2 **Access device:**

A device to create a path to the lesion by inserting a guidewire or catheter from a blood vessel through the wrist or groin.



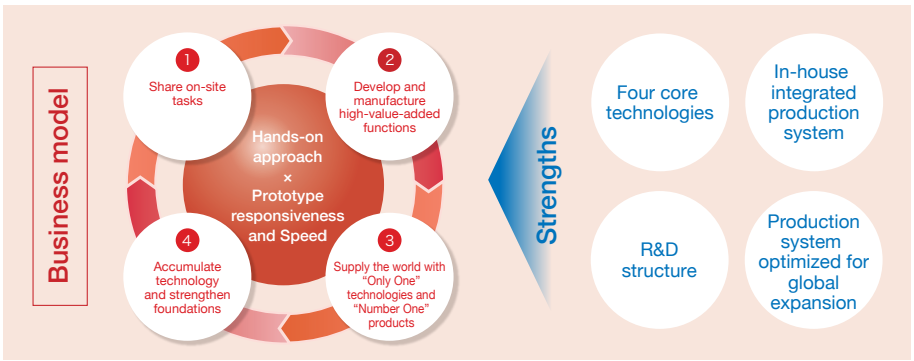
2-3 Source of Competitiveness

The source of Asahi Intecc's competitiveness lies in its advanced and highly unique material processing technology based on four core technologies and its integrated production system from materials to finished products.
In addition to this, our biggest advantages are the Asahi DNA hands-on approach that has remained unchanged since our founding, and our prototype responsiveness and speed, which cannot be imitated by other companies.

As an R&D-oriented company, Asahi Intecc has always achieved a high level of product manufacturing.
Our basic policy since our founding has been to produce everything from raw materials to finished products in-house. We possess a number of material processing technologies that have been developed and cultivated in the course of meeting the advanced needs of our customers.
In particular, the four core technologies of wire drawing technology, wire forming technology, resin coating technology, and torque technology are unique to our company and we combine them to create high-performance products.
Our company, which was originally an industrial component manufacturer, entered the medical device business in 1994, starting with the development, manufacture, and sale of PCI guide wire and catheters for vascular treatment as an area where these four core technologies can be utilized.
Our advanced torque technology, in particular, provides a significant competitive advantage in faithfully conveying a physician's fingertip sensation to the guide wire.
For our company, the major turning point was a request from a leading catheterization doctor to develop a PCI guide wire that could treat CTO lesions.
At that time, it was said that treatment of CTO lesions through catherization, rather than surgery, was not feasible, but our company continued to challenge that notion with our unique technology and, through repeated trial and error, succeeded in developing the world's first PCI guide wire for CTO treatment.
The development of this guide wire product by our company has greatly improved the success rate of catheter treatments, and has triggered a new trend of catheter treatment from Japan in the medical industry led by Europe and America.
We have developed our products in line with the voices of doctors at their sites. As a result, our company's products and technologies have become known around the world, thanks to the reports of successful treatment cases at medical conferences by physicians who have used our company products and their success overseas.

Advanced and highly unique material processing technology based on four core technologies

Integrated production system handling materials down to finished products



2-4 Technological Innovation

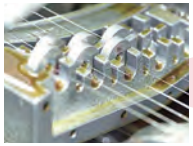
We combine four core technologies to create high-performance products. We aim to create new businesses through technological innovation by combining technologies gained from M&A and partner companies.

As an R&D-oriented company, Asahi Intecc Group has always achieved a high level of product manufacturing. What enables us to do that is a number of unique technologies that we have developed and cultivated in the process of responding to advanced customer needs. We own four core technologies: wire drawing technology, wire forming technology, resin coating technology, and torque technology, and create high-performance products by combining them under a comprehensive production system from materials to products.

Four core technologies

Wire drawing technology
Technology to stretch ultra-fine stainless steel wires and make them as hard and thin as desired

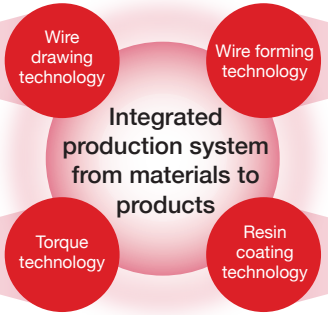
Wire forming technology
Technology to twist and process wires formed by drawing


Control of hardness and diameter


Micron-level molding


Rotation-following capacity

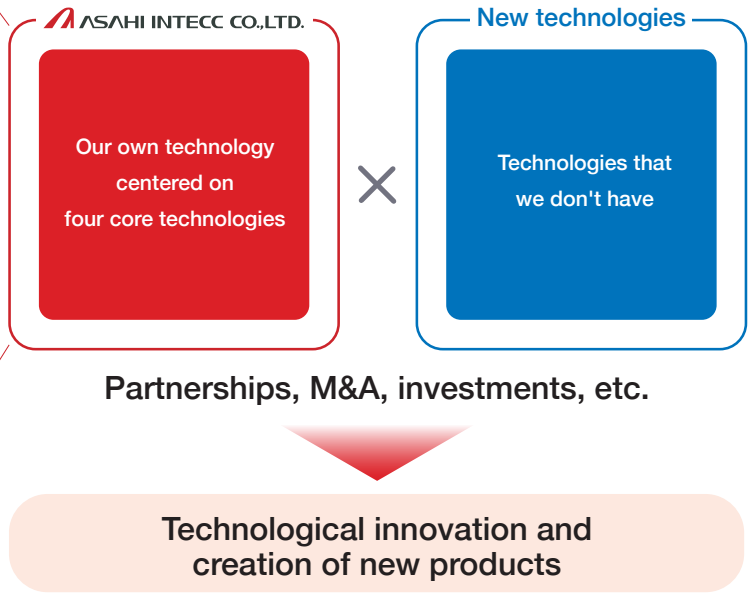

Ultra-thin film coating



Torque technology
Technology to ensure smooth, shake-free, and accurate operability

Resin coating technology
Technology to coat wires with nylon, polyethylene, etc.

We aim to innovate technologies and create new products by combining new technologies gained from M&A and partner companies with Asahi Intecc's core technologies and medical devices.



2-5

History and Transition

We inherit ASAHI DNA and continue to move into the future.

1972 Established as Asahi Mini Rope Co., Ltd. in Sakai City, Osaka Prefecture

1976 Asahi Mini Rope Sales Co., Ltd. was established in Nagoya City, Aichi Prefecture.

1988 Changed the company name to Asahi Intecc Co., Ltd.

1989 Established Asahi Intecc Thailand Co., Ltd. (Thailand factory) in Thailand as an overseas production base

1994 Commenced sales of PCI guide wires and PCI guide catheters and entered the medical device field

1995 Developed the world's first PCI guide wire for the treatment of chronic total occlusion (CTO)

2004 Listed on JASDAQ

2005 Established Asahi Intecc Hanoi Co., Ltd. (Hanoi factory) in Vietnam

Listed on the Second Section of the Tokyo Stock Exchange and the Second Section of the Nagoya Stock Exchange

2006 Established Osaka R&D Center

2009 President and CEO changed from founder Naohiko Miyata to Masahiko Miyata

2011 Our Thailand factory suffered extreme flooding but recovered promptly

2013 Established Shizuoka R&D Center

Acquired shares of Toyoflex Co., Ltd., making it our subsidiary

2018 Established Tohoku R&D Center

Established Global Headquarters and R&D Center

Changed the listing market to the First Section of the Tokyo Stock Exchange and the First Section of the Nagoya Stock Exchange

Acquired shares of A-Traction Inc. (currently Asahi Medical Technologies, Inc.), making it our subsidiary

Acquired shares of Retro Vascular, Inc. (currently, Asahi Surgical Robotics Co., Ltd.), making it our subsidiary

2021 Acquired shares of KARDIA S.R.L., making it our subsidiary

Acquired shares of Rev. 1 Engineering, Inc., making it our subsidiary

2022 Opened Tokyo R&D Center

Moved to the Prime Market of the Tokyo Stock Exchange and the Premier Market of the Nagoya Stock Exchange

2023 Acquired shares of LAKE R&D Inc., making it our subsidiary

2024 President and CEO changed from Masahiko Miyata to Kenji Miyata

2025 Establishment of China factory (scheduled to start operations around December 2030)

Acquired shares of Nitta Mold Co., Ltd, making it our subsidiary

2-5 History and Transition

Our Growth Phase

We have expanded our business into the medical device field by utilizing our advanced ultra-fine stainless steel wire rope technology that we cultivated in the industrial equipment field at the beginning of our foundation.

Asahi Intecc was established in July 1976 as a manufacturer of ultra-fine stainless steel wire ropes. In 1994, we entered the medical device business, and with our mission of realizing the wishes of many more clients and delivering innovative Only One technology and Number One products to the world, we have strived to deepen and refine our technology as an R&D-oriented company.
As a result, the company has grown into a global medical device company that supplies products to more than 121 countries and regions around the world.
Going forward, we will continue to aggressively expand our business and aim for further growth, supported by deep technological development and improvement.