

Change of Executive Management at Casio Europe GmbH Kazuyuki Yamashita – Re-appointed as Managing Director to lead CASIO European Headquarters

Norderstedt, May 2, 2019 – The European Headquarters of the electronics group CASIO welcomes a long-standing and experienced Managing Director again: Kazuyuki Yamashita returned in April after 3 years in Japan to the top position of the European Headquarters, in order to further expand the business in one of the group's most important market.

Yamashita, who has over 34 years' experience at CASIO in various countries, including 18 years in Europe, replaces Tomoo Kato, who will take on the position as Executive Officer, Senior General Manager, Overseas Sales Division on May 7th at the group's headquarter in Japan.



Yoshiyuki Kuroda (left) with Tomoo Kato and the re-appointed Managing Director Kazuyuki Yamashita (right)

“The fact that Europe, its trade landscapes as well as consumption and communication habits are nowadays changing at a very rapid pace, is facing us with new challenges in all areas of our business every day. While I look forward to bringing in my global experiences and to working again with the CASIO’s European partner and team in these times, I am very

confident that together we will leverage these dynamic changes as an opportunity for our further common business expansion in Europe”, says Yamashita.

Yoshiyuki Kuroda, Deputy Managing Director of Casio Europe, will continue to work at Yamashita’s side and remains responsible for the System Business and Corporate Business Planning.

For more information, please visit:

<http://world.casio.com/>
www.casio-europe.com

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