

News Release

Yamaha appoints Shuichi Imai new European Sales General Manager for surface-mount equipment portfolio

Shuichi Imai brings over a decade of sales experience with Yamaha in Japan, Korea, and Europe

Yamaha Robotics SMT Section is welcoming Shuichi Imai as the newly appointed Sales General Manager for Europe, working from the company's branch office in Neuss, Germany.

An experienced sales manager, Mr Imai has been with Yamaha for 12 years. His knowledge of the EU market comes from having provided sales support for the region, from Japan, since 2020. He first joined the company's SMT Section in 2012 as sales for Japan, subsequently managing sales in Korea from 2015 until taking over support for EU sales.

"The Yamaha SMT portfolio enjoys a great reputation, bringing speed, precision, efficiency, and the latest technologies to production lines all over the world," said Mr Imai. "Our success in Europe continues to grow, as everywhere, and I aim to build on the well-established trust of our customers and distribution partners in the region."



Mr Shuichi Imai

"We know Imai-san well, having worked with him as one of our main contacts in Japan for the past four years, and we are now looking forward to cooperating directly as we continue to strengthen our position here," commented Ai Nagakubo,

Branch Manager of Yamaha Robotics European headquarters. “We hope he will enjoy his new role and we expect to achieve many successes together through our combined energy and enthusiasm.”

Mr Imai will manage direct sales of the Yamaha surface-mount assembly equipment portfolio and will support the company’s distributors, which are active in all territories in the region. The portfolio includes screen printers, mounters, and inspection systems such as SPI and AOI, as well as intelligent-factory software tools such as dashboard, middleware system for MES connection, and productivity boosting accessories and innovations. Together, these comprise the 1 STOP SMART SOLUTION that delivers state-of-the-art capabilities and lets customers efficiently build, optimize, and scale their electronic manufacturing capabilities.

About Yamaha Robotics SMT Section

Yamaha Surface Mount Technology (SMT) Section, a subdivision of Yamaha Motor Robotics Business Unit in Yamaha Motor Corporation, produces a complete selection of equipment for high-speed inline electronic assembly. This 1 STOP SMART SOLUTION includes solder paste printers, component mounters, 3D solder paste inspection machines, 3D PCB inspection machines, flip-chip hybrid placers, dispensers, intelligent component storage, and management software.

Bringing the Yamaha way to electronics manufacturing, these systems prioritize intuitive operator interaction, efficient coordination between all inline processes, and modularity enabling users to meet the latest manufacturing demands. Group competencies in servo-motor control and image recognition for vision (camera) systems ensure extreme accuracy with high speed.

The current product line includes the latest YR equipment generation, with advanced automated features for programming, setup, and changeovers, and new YSUP management software with state-of-the-art graphics and built-in data analytics.

Combining design and engineering, manufacture, sales, and service competencies, Yamaha SMT Section ensures operational efficiency and easy access to support for customers and partners. With regional offices in Japan, China, Southeast Asia, Europe and North America, the company provides truly global presence.

www.yamaha-motor-robotics.eu