

VALUE ENGINEERING

NO. 235 JULY - 2006

CONTENTS

● Opening Article "Being as a new President of SJVE" Shigeo Ono (Society of Japanese Value Engineering)	1
● VE Interview Q&A to Mr. Tomohisa Suzuki (Yokogawa Electric Corporation) Kazuaki Tanzawa (Oriental Motor Co., Ltd.)	2
● Conference Keynote Speech Manufacturing in the future based on unique products: how to grasp customers' needs Kentaro Kizaki (Nikkei Business Publications, Inc.)	4
● VE Case Report VE application in the simultaneous design of production system and commodity structure Katsumi Masaki, Minoru Yoshii (Omron Corporation)	12
● VE Visit AISIN Development Co., Ltd. – a SJVE Award winning company Iwao Kato (Brother Industries, Ltd.)	21
● VE News The latest information on VE in Construction Industry: Quality Assurance Law, Integrated Evaluation System and VE - 2 Katsuyoshi Nagatsuma (Construction VE Engineer Center)	27
● Chapter Activity Reports Events and plans for 2006 4 Chapter Presidents (Society of Japanese Value Engineering) Research & Study Group on Western VM Masao Ogawa (Chairman of the R & D Group)	38
● SJVE Business Activities	48
● VES Letter: Report on successful VES examination	20
● VEL Letter: Report on successful VEL examination	20
● VE Practitioner's Profile: Mr. Hiroshi Terada of AISIN Development Co., Ltd.	26
● Book Review: "7 Rules of Environmental Business for small and medium sized companies", "Project X: Words of New Leaders"	30
● Buzz Word: "EKINAKA: Station Malls"	31
● Architectural Terminology Column: "Various professions on Construction Site"	31
● International News: "The 1st International Conference on VM in Asia-Pacific"	32
● SJVE News 2006 VE Conferences and Seminars Schedule	35
2006 VE Basic Seminar Schedule	36
2006 "VE Tutoring Course"	37
Announcing SJVE New President and Board of Directors	47