

Norio Wakabayashi is appointed Chairman of Toyota Material Handling Europe

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Norio Wakabayashi has been appointed as Chairman of Toyota Material Handling Europe AB (TMHE). He succeeds outgoing Chairman Hirooki Fujiwara who has returned to Japan to take up a new and challenging role in Toyota Material Handling's headquarters in Takahama, Japan. Norio Wakabayashi brings extensive experience to his new role, having worked in the Toyota organisation with a strong focus on Europe for over thirty years.

Toyota Industries Corporation (TICO) is the recognised global leader in the material handling market, having been ranked No.1 according to DHF, Logistik Journal since 2001. The Toyota Material Handling Group is one of TICO's 5 business divisions, and provides material handling equipment and solutions worldwide. TMHE represents a key part of the Group serving the largest continental Material handling market in the world.

Norio Wakabayashi's experience in the European market is extensive, having worked initially within Area Operations for Europe in the Toyota Motor Corporation in his early career. His focus moved to material handling in 1991 and during the period 2003-2012 he was based in Europe working as Assistant to the President of Toyota Industrial Equipment Europe (2003-5, Brussels), then as President of Toyota's German operations (2005-7, Duisburg) before moving to Italy as President and then Chairman of operations in that market. As a result Mr Wakabayashi has developed a wide experience of European business, and also a good understanding of European cultures.

He takes on his new role at a key time for the company, with both TMHE and the parent company TICO posting strong results, and set to expand further in the European and world markets, aiming to continue to develop and reliably deliver excellent, sustainable and profitable solutions for customers. His solid experience in sales and marketing, having most recently been General Manager, Overseas Sales and Marketing at TICO will no doubt add weight to his new role.

After a four-year assignment as Chairman, Mr Wakabayashi's predecessor Hirooki Fujiwara has taken up a new position at Toyota Material Handling Group, Takahama, Aichi, in Japan. However he will stay on as a member of the TMHE board.

Norio Wakabayashi will be relocating with his wife, to be based at TMHE headquarters in Mjölby, Sweden

Source: Toyota Material Handling