

GOING INCOGNITTO

100 YEARS OF JAPANESE ENGINEERING TAKEN TO THE NEXT LEVEL

Chances are high that, whether you realize it or not, you've already come in contact with Nitto products. You may even be using one as you read this...

Nitto products are used in many daily activities without much fanfare. In other words, they do their job "Incognitto," as the company likes to say.

Aside from the 13.500 products they have brought to the market, they have found a way to centralize their story.

By asking questions like, "What is a customer looking for, what are his unspoken needs, what is the-job-to-be-done?" Nitto has been able to streamline their story.

Want to hear more from the team itself? Join us on the 11th of October 2018 in the Acerta building near the Leuven train station to hear how they've achieved '100 years of customer-driven innovation' and how they will 'Innovate into the next 100 years.'

Come find out and register at www.leuvenmindgate.be.



Nitto 100th Anniversary

Nitto

Innovation for Customers



THURSDAY
11 OCT 2018
17:00 - 20:30



ACERTA BUILDING
DIESTSEPOORT 1
3000 LEUVEN



FREE



FULL PROGRAM
AND REGISTRATION
WWW.LEUVENMINDGATE.BE