

November 10, 2025
Meidensha Corporation

Meidensha seals business partnership agreement with AsiaQuest

Meidensha Corporation signed a comprehensive business agreement with AsiaQuest Co., Ltd., based on Bukyo-ku, Tokyo, on November 7 to collaborate on digital product development and R&D support.

The partnership is intended to move beyond the companies' previous commissioned-development relationship and pursue long-term co-creation by enhancing enterprise value from multiple perspectives.



At a signing ceremony held on November 7

■ Background of signing the agreement

To address rapidly advancing digitalization and diversifying customer needs, Meidensha has been developing “MEIDEN CONNECT,” a platform that offers solutions for connecting products to communication networks so customer and product data can be used to create value. The platform is central to its growth strategy for delivering new customer experiences through solutions that go beyond the traditional sale of equipment and systems.

AsiaQuest excels in supporting digital transformation (DX) through technologies such as IoT and AI. The company has collaborated with Meidensha since the conceptual stage of a smart security service within MEIDEN CONNECT, working together on requirements and system development. The latest agreement deepens the partnership, establishing a

long-term co-creation framework to accelerate data-driven businesses and build sustainable competitive advantages by realizing smart security and enhancing customer experiences.

■ Action plan

- **Planning for business development and growth strategy**

Meidensha will receive user-perspective proposals from AsiaQuest for MEIDEN CONNECT — a platform for providing solutions being built by Meidensha — as well as for products related to the platform. The two companies will jointly conduct market value verification.

- **Product development/R&D**

In addition to developing MEIDEN CONNECT, the two companies will collaborate on new technologies such as AI and promote initiatives to obtain patents in the future.

- **Organization and human capital development**

The two companies will hold workshops for human capital development and organizational strengthening, as well as seminars to promote mutual understanding. These efforts are intended to support the agile development approach* promoted by Meidensha.

■ About AsiaQuest

Company name: AsiaQuest Co., Ltd.

Representative name: President and Representative Director Jun Momoi

Established: April 2012

Business Operations: Digital transformation-related services (provision of digital integration services such as consulting for achieving client DX and leveraging various technologies for system and product development

AsiaQuest is skilled in making proposals based on industry expertise and an understanding of the challenges the industry faces, in addition to its technologies in various fields such as AI, IoT, and cloud services. Through its partnership with AsiaQuest, Meidensha aims to create and deliver value to address social challenges such as achieving an affluent, safe living environment with peace of mind and overcoming labor shortages.

■ Reference

AsiaQuest Website

“Working closely from the conceptual stage for co-creation”: Accompaniment-type development support that realized Meidensha’s innovation (Japanese only)

*Agile development approach: A methodology focused on responding quickly to changes and delivering results incrementally.