The globalization of companies is currently facing a turning point due to the coronavirus pandemic. More so than ever before, the Kubota Group intends to expand community-based business operations to get a better idea of local issues and needs.

I aspire to make Kubota a company that local residents are glad to have in their towns.

Population Trends by Region
- Asia
- North America
- South America
- Europe
- Africa
- Oceania

**Population increase in Africa**
- 2015: 7 billion people
- 2030: 8.5 billion people

**Population increase in Asia**
- 2015: 7.3 billion people
- 2030: 8.5 billion people

**MIDDLE EAST**
- Oman: Sewage treatment using submerged membrane units to shut out E. coli and other harmful bacteria
- Abu Dhabi: Water pipes to supply water to people in the desert

**AFRICA**
- South Africa: Fuel-efficient and highly durable tractors to meet the needs of orchard farmers
- Kenya: Tractors that achieve low fuel consumption—the key to growth in the farming sector

**OCEANIA**
- Australia: Multipurpose utility vehicles for mainly farm work, construction projects, and leisure

Source: Kubota Corporation, based on data from the Ministry of Internal Affairs and Communications
As the globalization of companies is currently facing a turning point due to the coronavirus pandemic, the Kubota Group intends to expand community-based business operations to get a better idea of local issues and needs. The company aspires to make Kubota a company that local residents are glad to have in their towns.