



# MIDREX TECHNOLOGIES: PEOPLE AND THE PLANET COME FIRST

Midrex Technologies Inc., a wholly owned subsidiary of Japan's Kobe Steel, attributes its 50-year longevity and success to a well-established culture of prioritizing people — from its employees and partners to its suppliers and customers.

"Our purpose is to love and serve others," said **Midrex President and CEO Stephen Montague**, adding, "I get strange looks when I say that, but I make no apologies about our purpose. There's a greater purpose to what we do than just business. We believe in people, as well as profits. We have to please our shareholder and take care of our people at the same time."

The 250 teammates of Midrex Technologies have designed and built nearly 100 MIDREX® Direct Reduction Modules in 21 countries worldwide, with an additional two on the drawing board. Its patented direct reduction technology improves the lives of millions of people around the world by contributing to environmental and economic sustainability and supporting various nonprofit organizations and charities.

MIDREX Direct Reduction Technology plays a leading role in the decarbonization of the

global steel industry. It is highly flexible in regard to reductant sources, iron oxide feed, and product discharge options. Plants can be configured to operate using 100% hydrogen (MIDREX H2™) or start with about 60% hydrogen by reforming natural gas while hydrogen is increased over time (MIDREX Flex™).

As it commemorates the 40th anniversary of its acquisition by Kobe Steel, Midrex Technologies is grateful for the trust shown by its parent company throughout their relationship.

"Kobe Steel has been an incredible shareholder. The steel industry usually goes through its ups and downs, and many parent companies don't have the patience for that. When the market swings, Kobe Steel has always shown a deep understanding that ups follow downs. They get it. Their patience, along with their willingness to let Midrex manage its business while holding



Midrex Technologies Inc. CEO Stephen Montague

us accountable, has worked really well," Montague said. ■  
→ <https://www.midrex.com>



# GDEcD: GEORGIA'S HOTLINE FOR JAPANESE INVESTORS

If anyone appreciates the importance of being easy to reach, it must be **Georgia's Department of Economic Development**. It was the main reason for the agency's success with Japanese investors.

"We really do want to maintain lines of communication. We want to meet all their needs," said **Joseph Huntemann, managing director of the Georgia Department of Economic Development's Japan Office**, about his primary mission to attract more Japanese investment to the state.

"This office has been very focused on bringing over foreign direct investment and continues to do so. Ninety percent of my day-to-day still involves working with companies that invest from here. Whether it's their first time, or their second, third or fourth expansion, this office's role is about bringing an inbound investment, helping existing industries to continue to invest and succeed," Huntemann explained.

Since it opened in Tokyo in 1973, the office has searched for leads on Japanese companies looking to invest in Georgia, qualified them and assessed their objectives and requirements. For the viable prospects, the office provides information on potential sites, relevant incentives, and vital connections with local development authorities.

"We don't just look at one piece of the puzzle, but we holistically try to bring together all pieces of economic development through the office. I would like to find a way to really carve out and dedicate a big piece of this office's task load to simply caring for these Japanese companies because our existing industries and our existing investors are family. They're the people we have to take care of first," Huntemann said.

For nearly 50 years, the tireless commitment of GDEcD's Japan office has paid off profoundly. The portfolio of Japanese investment in the state has grown increasingly diverse. Beginning with customers in agriculture and food processing, the list of Japanese investors now includes companies in the biomedical, electric vehicle and aerospace sectors.

"Japan is a place that's very close and dear to my heart. I have seen how our community thrived in Japan and Georgia and the fascinating ways in which many individuals came together to build something greater than them. The groundwork is there. Whether things get stormy or whether it's smooth sailing, we stick with our companies and with our long-term relationships. None of that will change anytime soon," Huntemann said. ■

→ <https://www.georgia.org>



Joseph Huntemann, managing director of the Georgia Department of Economic Development's Japan Office



# KURAOKA CLINIC: PROVIDING COMPLETE CARE FOR EVERYONE

After many years practicing internal medicine in the United States, **Maki Kuraoka Rheume** fulfilled a long-held ambition to start her own clinic in 2010, starting in Atlanta, Georgia, before expanding to Dublin, Ohio, and Dallas, Texas.



Maki Kuraoka Rheume, M.D.

Educated in Japan and the United States, Rheume pointed out that while all her staff are bilingual, **Kuraoka Clinic** succeeded because of its positive impact on the local community and its dedication to provide personalized and comprehensive care to every patient in a relaxing, stress-free environment.

"I love talking to and taking care of my patients. I always have a positive energy and love creating good relationships with patients. I know moving to a new country is difficult, and I want to bring comfort to those living abroad by giving them a familiar environment with this clinic," Rheume said.

"Recently, I focused on mental health issues. Many diseases are clear-cut, making them easily treatable. However, mental health care is much more intuitive. I am working hard to establish relationships with a good support group to effectively treat mental health issues," she added.

To build upon a holistic approach to medicine, Rheume recently opened a medical spa with the latest equipment.

"I want to assure all the Japanese who come to the United States that Kuraoka Clinic is here for whatever health issues they may have. Many Japanese expats who have gone back to Japan still keep in touch with us through messages and letters," Rheume said.

"I am grateful to have received thanks from previous patients and would like to believe I have impacted them in a positive way. I want to continue my role in this community for the rest of my life," she said. ■

→ <http://www.kuraokaclinic.com>

# GRIFFIN-SPALDING DEVELOPMENT AUTHORITY: WATCH THEIR SPACE

In the 16 years since it was launched, The Lakes at Green Valley, a 230-hectare mixed-use development in metropolitan Atlanta, is now fully occupied, having attracted many Japanese companies looking for highly developed infrastructure, easy access to transportation links, vibrant communities and environment-friendly development plans.

"We have basically sold out The Lakes at Green Valley and have no more land. Our priority now is to try to get more land to offer. We still get a lot of interest in our community. We have people that still call and hope we have space left in the eco-park. We want them to know that the store is open even if the shelves are empty," said **Griffin-Spalding Development Authority's Executive Director David Luckie**.

The GSDA has stepped up its efforts to acquire more land and "put stuff back on the shelf" so that people continue to come to Griffin-Spalding. It is also prioritizing workforce development because present and potential investors want to have assured access to skilled workers. Another priority will be developing a sister city relationship with a city in Japan.



Griffin-Spalding Development Authority Executive Director David Luckie

"We're working on promoting Japanese culture in our community. We have been working closely with Japanese consulate-generals. We would like to develop that sister city relationship because it will also bolster our relationship with Japanese companies. While we continue nurturing our relationships with companies here, we also look forward to developing relationships with new companies. We do not plan to have our shelves empty for long, and are continuing to go after Japanese investments," Luckie said. ■

→ <http://www.gsda.net/>




**Kuraoka Clinic**

- Dr. Maki Kuraoka Rheume, US and Japanese Licensed MD
- Japanese Staff and Nurses
- Japanese style comprehensive physical check-ups (Ningen Dock)

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**IT'S YOUR MOVE.**

Building on the success of The Lakes at Green Valley Park, GSDA is laying the ground for the next phase of development.

Find out what's in store at:  
<http://www.gsda.net/lakesatgreenvalley.html>

