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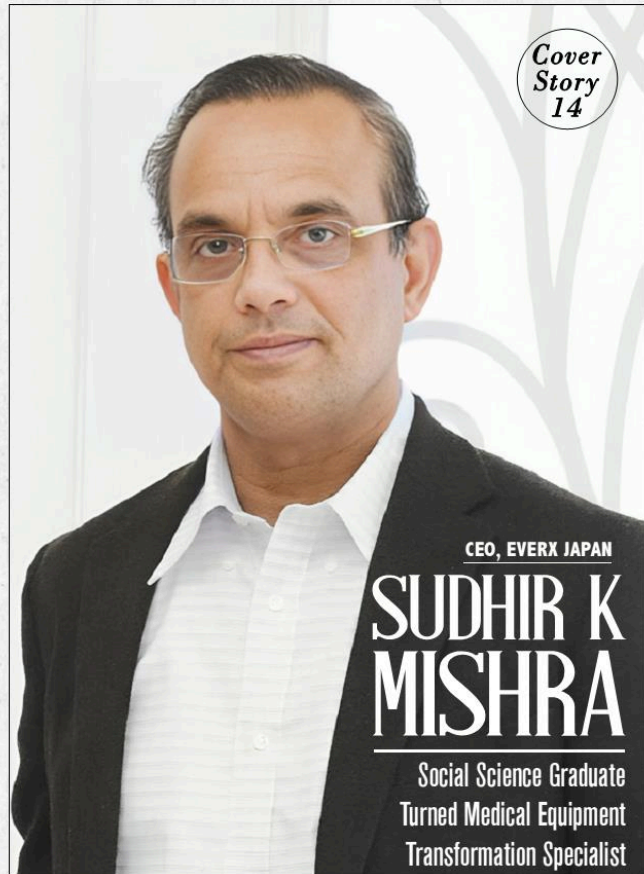
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CEO, EVERX JAPAN

SUDHIR K
MISHRA

Social Science Graduate
Turned Medical Equipment
Transformation Specialist



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By Sujith Vasudevan

Perseverance is often the Oxygen of dreams. While boarding his first flight to Japan in 1998 to join the University of Tokyo after being selected as a research fellow by the Japanese Ministry of Education, Sudhir K. Mishra (CEO, EVERX JAPAN) was well aware of this elementary fact. Despite his academic background, Sudhir, who completed his Master's in political science from Jawaharlal Nehru University and MPhil and PhD in Japanese Studies from Delhi University, boarded the flight with a great dream of transforming the healthcare facilities in his home state, Odisha, in India. He soon completed his post-doctorate from Hitotsubashi University, Tokyo as a JSPS fellow and went on to publish a book on post-war Japanese politics: 'The Triangle at Work: Politics-Bureaucracy-Business in Japan during One-Party Dominance: 1955-93'.

SUDHIR K.M

**Sudhir K Mishra,
CEO,
EVERX JAPAN**

A visionary with close to two decades of professional experience, Sudhir completed his Master's in Political Science from Jawaharlal Nehru University in 1994, followed by an expansion into Japanese studies and the completion of both an MPhil and PhD at the University of Delhi. In 1998, he was honored with a research fellowship by the Japanese Ministry of Education, which led him to join the University of Tokyo. Subsequently, Sudhir achieved a post-doctorate from Hitotsubashi University as a JSPS fellow and authored the book 'The Triangle at Work: Politics, Bureaucracy, Business in Japan during One-Party Dominance, 1955-93,' published by Raider Publishing International, New York, in 2006. Since then, he has resided in Japan, embarking on a career as the CEO of EVERX JAPAN.



While doing extensive research to author his book, Sudhir came across a bunch of generous people from Australia of Indian origin who had been trying to establish their base in Japan's medical field. He decided to help his newfound friends garner some business attention in Japan, putting his Japanese language skills to good use. Sudhir knew that he was one step closer to his grand dream. In 2007, he established EVERX JAPAN, which provides refurbished medical equipment, including everything from Linear Accelerators to MRIs, CT scanners, Cath-Angio labs, Ultrasounds, X-rays, C-arms, Mammography, and CR.

Inspiration-led Success

"My biggest inspiration to get into the medical line was my dream of establishing a charitable hospital in my hometown. Odisha, one of India's less developed states, severely lacks proper healthcare, with most medical facilities only housing decades-old machines, especially medical imaging machines. People often traveled long miles even to do simple scans, which is exactly why I wanted to provide a facility within their reach—allowing them to treat their conditions before it was too late," asserts Sudhir.

Cut to the present, EVERX JAPAN is one of the largest reused medical equipment suppliers in Japan and is best known for its focus on radiology equipment. On the other hand, toward his goal of pushing the development of the healthcare system in his home state, he has undertaken an impressive number of initiatives over these past 18 years. "We can proudly say that we have made incredible progress over these years, having provided relief during national calamities in India, sending mass amounts of medical accessories during Covid, and also providing oxygen generators when needed the most," adds Sudhir. In addition to medical equipment, EVERX JAPAN contributed numerous oxygen generators to Delhi, Odisha, and Kashmir through a philanthropic initiative. In fact, the company's dedication extends to orchestrating a collection of healthcare disposables from its Japanese clientele—including masks, sanitizers, gloves, and medical apparel—which were shipped in a 40-foot container to the NGO PREM in Odisha. These supplies were distributed to the underprivileged in Odisha's Berhampur district during COVID-19. Beyond technical aid, EVERX JAPAN also initiated a two-month complimentary food drive in Bhubaneswar, delivering sustenance to thousands of COVID-19 patients.

Even on the business side of things, EVERX JAPAN is committed to alleviating global healthcare challenges by providing CT scanners worldwide at cost-effective prices, prioritizing accessibility over profit. The company's business model is largely based on the intensity of work the team does. Many a time, huge MRI machines are thrown away worldwide for disposal due to several reasons, despite them having many years of life ahead of them. In truth, there are countries—both developing and developed—facing scarcity of such equipment, majorly because they

cannot afford brand-new ones that cost millions of dollars. EVERX JAPAN bridges this gap by acting as a mediator in transitioning such machines to facilities that could put them to use.



A Complex Process

"In hindsight, it looks like we just buy used equipment from hospitals that no longer need them, dismantle it, do rigging and trucking, and deliver them to our customers, followed by installation and servicing. However, this summary is extremely shallow as the actual process involves an enormous amount of time and work. Even a single MRI project can take at least several months depending on where the system's destination is," adjoins Sudhir.

The process of replacing medical imaging equipment, such as a 10-ton MRI scanner, involves a complex network of professionals and industries, generating significant employment and economic activity. For instance, upgrading to a state-of-the-art MRI system represents an investment exceeding one million dollars for a healthcare facility, necessitating extensive planning and fundraising. Despite the option to upgrade, older MRI units, like those a decade old, can remain functional for an additional ten years or more with proper servicing and repairs.

This is where EVERX JAPAN comes in as second-hand dealers. It assesses the condition of such medical systems to determine their value and coordinate with hospitals on the optimal timeline for removal from their premises. The de-installation of an MRI machine is a three-day endeavour requiring the collaboration of multiple companies, each specializing in different aspects of the process. Engineers from the second-hand dealer's team dismantle the system for repurposing, while another firm manages the demolition of the shielding room to facilitate the magnet's removal. A rigging company then employs heavy machinery to extract the magnet and its components. Subsequently, a trucking company transports the system to a warehouse for professional packing. The packed system is then shipped to the designated port, involving even more personnel for customs clearance, container unloading, and delivery to the customer's warehouse. Before reinstallation, trained engineers inspect and calibrate the machine, preparing it to serve patients once again.

"In the competitive business of medical equipment, our company prioritizes building strong, lasting relationships with hospitals, often undertaking less profitable work to maintain good faith for future collaborations. Our commitment to excellence and customer satisfaction has earned us a reputation for reliability, resulting in a loyal customer base that values our no-complaints service standard. We consistently exceed contractual obligations to meet customer needs, and our transparent evaluation process for used medical equipment ensures fair market value and customer confidence, further cementing our standing as a trusted partner in the healthcare industry," elucidates Sudhir.

A Journey for the Ages

The company's exciting journey is noteworthy, particularly as it has been led by a CEO without a medical background. Coming from a social science discipline, Sudhir has adeptly guided a team of 15 full-time employees and numerous contracted and part-time workers, managing the extensive workload inherent in this industry. "The journey of becoming a reputable dealer in second-hand medical equipment was initially extremely challenging, particularly as an Indian entrepreneur in Japan. Over the past decade, perceptions

have shifted significantly, recognizing the value and necessity of refurbished medical systems in a world facing equipment scarcity. This transformation has been a source of immense pride and fulfillment. Today, despite being a foreigner in Japan, I have found a welcoming second home here. The credits go to perseverance and hard work," says Sudhir when asked about his unique journey as an Indian entrepreneur in Japan.

With close to two decades of experience as a leader, Sudhir believes that the company's success lies in the professional growth of its employees. "Creating a nurturing work environment based on mutual love and respect ensures that employees will contribute positively to the company's advancement. Effective leadership requires empathy and understanding from the perspective of those being led, fostering a culture of learning and respect for tradition. Rather than exerting authority, it is preferable to lead by embodying the virtues of love, respect, passion, and perseverance, thereby becoming a manager, colleague, and friend to all in the organization," he concludes with a few priceless words that could guide the budding entrepreneurs in the industry. [ABO](#)



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