



P R E S S R E L E A S E

Hong Kong S.A.R., 29 July 2021

**Coface announces new appointment of Yasuyo Arihara as Commercial Director of Coface Global Solutions – Japanese Solutions**

Coface announces today the appointment of Yasuyo Arihara as Coface Global Solutions – Japanese Solutions Commercial Director with effect from 1st July 2021. Based in Tokyo, Yasuyo reports directly to Shinkichi Hayashi, Global Head of Japanese Solutions.



As Commercial Director, Yasuyo will be responsible for the Coface Japanese Solutions' business development and account management worldwide. Yasuyo joined Coface in 2018, she relocated from China to Tokyo in 2019 where she established herself as an integral part of the Coface Japanese Solutions leadership team.

'Coface's Japanese Solutions is a one-stop trade credit insurance solution for Japanese companies located in many countries and with their headquarters located in Japan. The appointment of Yasuyo Arihara further demonstrates Coface's commitment to serving Japanese multi-national corporations worldwide.' **said Shinkichi Hayashi, Global Head of Japanese Solutions, Coface.**

Yasuyo has been working with Japanese MNC's in the Trade Credit space for more than 15 years and brings a wealth of commercial knowledge to this role. Prior to joining Coface, Yasuyo worked for Tokio Marine's trade credit division in Japan and Singapore for more than 10 years.

Yasuyo holds a Bachelor degree in English and American literature from Sophia University, Japan.

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**Coface: for trade**

With 75 years of experience and the most extensive international network, Coface is a leader in trade credit insurance and adjacent specialty services, including Factoring, Debt Collection, Single Risk insurance, Bonding and Information services. Coface's experts work to the beat of the global economy, helping ~50,000 clients, in 100 countries, build successful, growing, and dynamic businesses across the world. Coface helps companies in their credit decisions. The Group's services and solutions strengthen their ability to sell by protecting them against the risks of non-payment in their domestic and export markets. In 2020, Coface employed ~4,450 people and registered a turnover of €1.45 billion.

[www.coface.com](http://www.coface.com)

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