

## Corporate

# TDK Sponsors iCAN for the fifth consecutive year to attract new talent in China

July 17, 2025

TDK Corporation (TSE: 6762) has partnered strategically with iCAN Innovation Contest (hereinafter referred to as "iCAN") for the fifth consecutive year. As a strategic brand partner, TDK will support the 2025 iCAN to further boost innovation, creativity, and entrepreneurship among Chinese college students. This sponsorship also includes entrepreneurship mentorship provided by TDK Ventures, the corporate venture capital subsidiary of TDK Corporation.

iCAN is a comprehensive innovation contest that encourages originality, fosters innovative thinking, and enhances practical skills among college students. Embracing the spirit of "Confidence · Persistence · Dream", it champions tech innovation for social good, motivates students' creativity, and helps identify promising innovators. The competition also enhances collaboration between academia and industry in cutting-edge fields like IoT, smart manufacturing, and AI, while building a platform for tech talent innovation. TDK sees a strong alignment between iCAN's spirit and its own Corporate Principles of "Vision, Courage, Trust", alongside its Corporate Motto "Contribute to culture and industry through creativity". Through continued strategic partnership, TDK aims to raise awareness and understanding of its brand, technologies, solution and values among young people, while also enhancing campus recruitment efforts in China to attract young talents to [join TDK](#).

In 2025, as the strategic brand partner of iCAN, TDK will create a TDK exclusive brand landing page, TDK technical articles, etc. on the iCAN ecosystem platform to strengthen its presence and brand impact in colleges. The sponsorship includes the mentorship support from TDK Ventures through live-streamed courses for competing teams. Additionally, TDK Ventures will also participate as a guest judge at the offline iCAN finals in November 2025.

Today, TDK has near 60,000 team members in Greater China. TDK has a long history in China. As early as the 1960s, TDK had established joint ventures in Taiwan and later set up sales networks and production lines in Hong Kong. By the 1980s, TDK had established sales and large-scale production sites in multiple regions including East China, South China, and North China. In 2004, TDK China Regional Headquarter was established in Shanghai. Moving forward, TDK is committed to extend its business portfolio in China, continue to develop products specifically for the China market, and gradually localize the development and production of products, contribute to society with practical actions.

For more details about TDK exclusive brand landing page in iCAN, please click [here](#).  
For more details about iCAN, please click [here](#).

### About TDK Corporation

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads, software and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and

consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

### About TDK Ventures

TDK Ventures Inc. invests in startups to bolster innovation in materials science, energy/power and related areas typically underrepresented in venture capital portfolios. Established in 2019 as a wholly owned subsidiary of TDK Corporation, the corporate venture company's vision is to propel the digital and energy transformations of segments such as robotics and industrial, next-generation transportation, mixed reality and the wider IoT/IIoT markets. TDK Ventures will co-invest and support promising portfolio companies by providing technical expertise and access to global markets where TDK operates. Interested startups or investment partners may contact TDK Ventures: [www.tdk-ventures.com](http://www.tdk-ventures.com).

-----

You can download this text and associated images from  
[https://www.tdk.com/en/news\\_center/press/20250717\\_01.html](https://www.tdk.com/en/news_center/press/20250717_01.html)

-----

### Contacts for regional media

Region	Contact	Phone	Mail
<b>Japan</b>	Mr. Daiki ITO TDK Corporation Tokyo, Japan	+813 6778-1055	<a href="mailto:TDK.PR@tdk.com">TDK.PR@tdk.com</a>
<b>ASEAN</b>	Ms. Jiang MAN Ms. Pei Lu LEE TDK Singapore (Pte) Ltd. Singapore	+65 6273 5022	<a href="mailto:tdk.asean-inquiry@tdk.com">tdk.asean-inquiry@tdk.com</a>
<b>Greater China</b>	Ms. Clover XU TDK China Co., Ltd. Shanghai, China	+86 21 61962307	<a href="mailto:TDK.PR-CN@tdk.com">TDK.PR-CN@tdk.com</a>
<b>Europe</b>	Mr. Frank TRAMPNAU TDK Management Services GmbH Duesseldorf, Germany	+49 211 9077 127	<a href="mailto:frank.trampnau@tdk.com">frank.trampnau@tdk.com</a>
<b>America</b>	Ms. Sara M. LAMBETH TDK Corporation of America Plano, TX, USA	+1 972-409-4519	<a href="mailto:sara.lambeth@tdk.com">sara.lambeth@tdk.com</a>