

 Press Information

Corporate

TDK sponsors iCAN for the sixth consecutive year, deepening talent cultivation and showcasing its venture spirit in the new AI track

July 10, 2026

TDK Corporation (TSE:6762) announces the strategic cooperation with the iCAN Innovation Contest (hereinafter referred to as "iCAN") for the sixth consecutive year. As a strategic brand partner of iCAN, TDK will continue to uphold its Corporate Motto of 'Contribute to culture and industry through creativity' and will fully support the innovative practices of the young generation in China.

iCAN is a comprehensive innovation contest that encourages originality, fosters innovative thinking, and enhances practical skills among college students. Since its inception in 2007, iCAN has always adhered to the spirit of "Confidence · Persistence · Dream," advocating technological innovation to serve society, guiding and encouraging college students to be brave in innovation, discovering and cultivating a group of idealistic and responsible young people of the new era, promoting and strengthening the integration of industry, academia, and research in high-tech fields such as new generation information technology, AI, biotechnology, new energy, new materials, high-end equipment, and green environmental protection, building an innovation ecosystem platform for scientific and technological talent, advancing the industrialization process of scientific and technological achievements, and cultivating innovative and entrepreneurial talent with an international perspective. TDK believes that TDK's Corporate Principles of "Vision, Courage, Trust" are highly compatible with the spirit advocated by iCAN. Therefore, TDK believes that through continued cooperation, it will be able to enhance the younger generation's awareness of TDK's new brand identity with the tagline 'In Everything, Better' as well as their understanding of TDK technologies and solutions, while also enhancing campus recruitment efforts in China to attract young talents to [join TDK](#). TDK's venture spirit has been leading the company through over 90 years of history and enabled TDK to constantly transform itself and to continue to create value for society.

In the 2026 collaboration, TDK will further expand its brand influence. Notably, TDK will also make an appearance at the iCAN AI track, supporting innovation and exploration in the field of AI through brand empowerment. In addition, TDK Ventures will continue its deep involvement by providing professional entrepreneurial mentorship to participating teams through live-streamed courses and has been invited to serve as a judge for the offline finals at the end of November. From a professional perspective, they will discover and nurture innovative projects, supporting these projects to be implemented and developed.

Since entering the Chinese market in 1968, TDK has built more than 70 manufacturing sites and sales office in the Greater China region through continuous localization efforts. The establishment of the TDK China RHQ in 2004 further consolidated its position as a core hub of global operations. Currently, China has become TDK's most important strategic market: the total number of team member in China has reached 60,000, accounting for as much as 56% of the global workforce; its business contribution is equally outstanding, with sales in the

Chinese market accounting for 55% of the global total as of the fiscal year ending March 2026, making it one of the core engines driving the group's global growth.

Looking to the future, TDK will focus on four major areas: ICT, Automotive, Industrial and Energy, and AI. TDK will also continue to leverage the innovative vitality of the Chinese market and, together with platforms such as iCAN, jointly define the future of the electronics industry.

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

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About TDK Corporation

TDK Corporation (TSE:6762) is a global technology company and innovation leader in the electronics industry, based in Tokyo, Japan. With the tagline "In Everything, Better" TDK aims to realize a better future across all aspects of life, industry, and society. For over 90 years, TDK has shaped the world from within; from the pioneering ferrite cores to cassette tapes that defined an era, to powering the digital age with advanced components, sensors, and batteries, leading the way towards a more sustainable future. United by TDK Venture Spirit, a start-up mentality built on visions, courage and mutual trust, TDK's passionate team members around the globe pursue better—for ourselves, customers, partners, and the world. Today, the state-of-the-art technologies of TDK are in everything, from industrial applications, energy systems, electric vehicles, to smartphones and gaming, at the core of modern life. TDK's comprehensive, innovative-driven portfolio includes cutting-edge passive components, sensors and sensor systems, power supplies, lithium-ion and solid-state batteries, magnetic heads, AI and enterprise software solutions, and more—featuring numerous market-leading products. These are marketed under the product brands TDK, InvenSense, Micronas, Tronics, TDK-Lambda, TDK SenseEI, and ATL. Positioning the AI ecosystem as a key strategic area, TDK leverages its global network across the automotive, information and communication technology, and industrial equipment sectors to expand its business in a wide range of fields. In fiscal 2026, TDK posted total sales of USD 16.6 billion and employed about 107,000 people worldwide.

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