



Press Release

The 43rd “2022 Japan BtoB Advertising” Award Ceremony

On 2nd June, 2022, the award ceremony for the 43rd “2022 Japan BtoB Advertising Awards” was held at the Royal Park in Nihonbashi, Tokyo. The event was hosted by B to B Advertising Association Japan.

During this special occasion, GC’s 100th anniversary book “Smile for the World” was awarded Special Jury Award.



The representatives from the advertiser (Mr. Masayuki Nakagawa, Managing Director of GC, on the left) and the production company (Mr. Tetsuro Yamaguchi, Director of Dental Diamond, on the right) received the award plaque.



Award plaque

This book was created to share with stakeholders what we have cherished from our founding, and how we commit ourselves to making products and providing services with ever-lasting passion, explaining the three key words to describe GC: “SEMUI,” “Nakama (GC Associates),” and “Vision Management” with popular classic stories for generations.

On the back, as an illustration of the near future, we expressed GC’s efforts made with products and services all around the world to realize





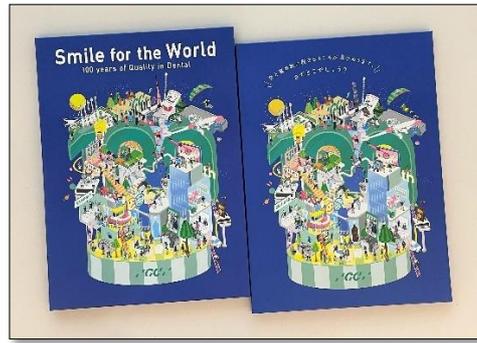
oral health which should be essential in people’s life for “smiling,” “eating,” and “speaking”, hoping for a realization of a “healthy and happy world where everyone can smile.”

At the awards ceremony, in addition to “Minister of Economy, Trade and Industry Award”, “Special Jury Award”, “SDGs Award” and “Encouragement Award”, “Gold / Silver /Bronze” Awards were selected for each of the 13 categories out of a total of 279 entries, and representatives of advertisers and production companies were awarded on stage.

GC Corporation celebrated its 100th anniversary on 11th February, 2021, and announced the new Vision 2031 “To become the leading dental company committed to realizing a healthy and long-living society”. GC group will continue uniting efforts to realize this Vision, contributing to health and smile of the people around the world.

We look forward to your continued support going forward.





The digital book version is available here.

<https://www.gcdental.co.jp/gcmessagebook/en/>