

Shoichiro Asada



Mr Shoichiro Asada is General Manager of the Space Systems Department, in charge of the overall business development of space activities in Mitsubishi Heavy Industries, Ltd. as well as sales and marketing for launch services by H-2A.

He obtained a Master of Science degree from Tokyo Univ. in 1980, and started to work at Nagoya Aerospace Systems, MHI, as a structure engineer for all the Japanese main launch vehicles, N-1, N-2, H-1 and H-2.

Since 1990, he had been engaged in the Japanese Space Shuttle, the HOPE-X programme for 10 years.

During this period, he took a main role to accomplish the Japanese first re-entry experiment that is called Orbital Reentry Experiment, OREX in 1994. Finally, he was assigned to a programme manager of the HOPE-X programme.

In 2003, Japanese government decided to privatize the H-2A and selected MHI as a prime contractor. Then, MHI initiated the H-2A Launch Services Office in Nagoya to progress the privatization of the H-2A. Mr. Asada was assigned as the head of this new office.

He has been the General Manager of Space Systems Department since June 2007.