

A Japanese company in the industrial automation market is looking for automation solutions such as robotics peripherals to represent as an agent and distribute

## Summary

Profile type	Company's country	POD reference
<b>Business request</b>	<b>Japan</b>	<b>BRJP20221102002</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b> <b>Supplier agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Mark Rijntjes</a>	<b>2 Nov 2022</b> <b>2 Nov 2023</b>	<b>2 Nov 2022</b>

## General Information

### Short summary

The Japanese company is a major player in their domestic industrial automation market and is currently looking for relevant products and technologies in the EU to expand their product line-up. The company is particularly interested in robotics and its peripherals such as sensors and safety equipment that make innovative usage of IoT (Internet of Things) and Industry 4.0 solutions. The partnership would be in the form of commercial agency and distribution services agreements.

### Full description

This Japanese company with over 50 years of history is specialized in industrial automation as both a seller and a buyer. The company is currently looking for technologies and products in this field in the EU and would like to partner with a manufacturer there to expand their product portfolio. The company is interested in the EU because of the large number of innovative IoT (Internet of Things) and Industry 4.0 solutions developed in the region. The company is particularly looking for robotics and its peripherals that incorporate these technologies, and thinks EU-made products have high potential in the Japanese market.

The Japanese company has 25 sales offices in Japan which allows them to keep a close relationship with their existing customers and develop new business channels. They have over 10 years of experience working with companies in the EU, and is now looking for new partners there. The Japanese company can support the EU partner

in the following ways:

- Collaboration in drafting/preparation of marketing materials which meet the Japanese market requirements.
- Sending their engineers, if the situation allows, to provide technical support and to introduce the EU products to potential Japanese customers
- Taking the responsibility for after-sales customer service in Japan

The Japanese company would like to represent the EU partner with commercial agency and distribution services agreements. The Japanese company will take a representative role on the Japanese market, and will actively collaborate with the partner during all stages of the partnership, from sales to after-sales.

The company has enough experience been representing some Japanese industrial robotic companies. Though the market in this sector is not matured yet, it is not easy for new comers joining in. This trend is particularly seen in the Japanese market where major players enjoy the business. Even though in this not-so-easy situation, they consider that there are still opportunities open to new companies, technologies and methods being accepted by the Japanese market in the sector of collaborative robots as it is comparatively new.

The company will be focusing on collaborating with partners from the target EU countries.

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#### Advantages and innovations

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#### Technical specification or expertise sought

The company is looking for a partner who provides sensors and/or devices relating to collaborative robots. The products hopefully should be either fully certified or in the progress of certification, or alternatively should be a product that does not have to comply with the strict requirements of Japanese radio law.

The reason why they are looking for a partner in the EU is that the EU has very high standard safety regulation applying in the collaborative robots, the products made in EU to be highly recognised with its safeness.

They are currently focusing on following items, but not strictly limited to:

- Anti-collision safety skin
- Proximity sensors
- Sonar sensors
- Lidar system
- Visual system

They are looking for industrial automation products that are new to the Japanese market. The company is currently mainly focused on pneumatic products and its components. For this reason, the company wishes to expand their business into robotics, especially collaborative ones and its peripherals related to safety to their customer in the manufacturing fields especially in Japan where its aging population is seriously concerned.

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#### Stage of development

#### Sustainable Development goals

- **Not relevant**

## IPR Status

**No IPR applied**

## Partner Sought

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## Expected role of the partner

The company is expecting to work together with a partner who should be able to provide any product or technology which is very new in the Japanese market.

The agreement would be a sales agency or distribution, but the business partnership would not be on commission basis. The Japanese company prefers to negotiate freely on pricing.

The partner should be able to cope with possible failures detected once the products are in the market. Therefore, the partners are expected to conduct trainings physically or virtually.

## Type of partnership

**Commercial agreement****Supplier agreement**

## Type and size of the partner

**• SME 11-49****• SME 50 - 249**

## Dissemination

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## Technology keywords

## Market keywords

**• 08002007 - Other industrial automation****• 08002004 - Robotics**

## Targeted countries

## Sector groups involved

**• World**