

A French porcelain designer and decorator is looking for distributors and or commercial agents in Japan.

Summary

Profile type	Company's country	POD reference
Business Offer	France	BOFR20220321028
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• Japan
	Term of validity	Last update
	29 Nov 2022 29 Nov 2023	29 Nov 2022

General Information

Short summary

The French SME, situated in the South-West of France, is a porcelain designer and decorator. Highly motivated by the renewal of porcelain and tableware products, the company proposes products ideal for hotels, restaurants, concept stores, interior designers and decorators. The company is looking for trade intermediaries based in Eastern Asia, especially in Japan, under a distribution services agreement or a commercial agency agreement.

Full description

The French SME has been created in 2008 with the aim of renewing porcelain and tableware while preserving the ancestral know-how of porcelain born 250 years ago in France.

The company is well-established in the French porcelain ecosystem and French retailers.

Sharing the excellence and the spirit of the Asian lifestyle, the company plans to enter the Eastern Asian market, especially focused on Japan.

The company is able to create its own shapes and all kind of porcelain products or to personalize its white shapes, from a single item to series.

The French SME uses the following porcelain techniques:

- the firing of coloured decoration in high fire and also in the firing of precious metals, gold, platinum, silver, copper,

bronze...

- the printing and engraving on porcelain: with different types of porcelain printing such as screen-printing, digigraphy and hand painting.
- the personalization on existing shapes
- the creation of shapes and patterns
- the mastery of the alliance of ceramics with other materials: we can integrate porcelain with other materials such as wood, PVC, metal...

The company proposes products from:

- dinnerware made up with presentation plate (Ø 32 cm), dinner plate (Ø 27 cm), dessert plate (Ø 21 cm), hollow plate (Ø 16,5 cm) and butter/bread plate (Ø 16 cm) either white or custom-made decorations and collections for kids soup plate (Ø 21 cm), cup (Ø 7 x 5 x 7,5 cm), dessert plates (Ø 21 cm).
- gift ideas such as: large or small cups, vases, mugs.
- interior decoration, such as wall of plates

Those products are well appropriated for the hotel trade market, high-end restaurants and in selective suppliers in some concept stores and galleries but also for interior design and decoration, Haute-Couture, jewellery.

The company is looking for trade intermediaries based in Eastern Asia, especially in Japan, under a distribution services agreement or commercial agency agreement.

Advantages and innovations

The French SME has developed technical and highly talented human resources adapted to the production of small and large series.

It proposes design department and integrated product development (computer aided design and IT management). Certified 'Protected Geographical Indication' in 2020 i.e., the SME respects a specific guideline approved by 'the French National Institute of Industrial Property'.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

• Goal 17: Partnerships to achieve the Goal

IPR Status

Secret know-how

Partner Sought

Expected role of the partner

The French company is looking for trade intermediaries based in Eastern Asia, especially in Japan, under a distribution services agreement or commercial agency agreement. Its products fit well for the hotel trade market, high-end restaurants, in selective suppliers, in some concept stores and galleries as well as for interior design and

decoration, Haute-Couture, jewellery.

The type of distribution agreement (exclusive or non-exclusive) will be determined with partners in order to take into account the interest of both parties.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 50 - 249**
- **SME <=10**

Dissemination

Technology keywords

- **02007003 - Ceramic Materials and Powders**

Market keywords

- **07004008 - Other consumer products**

Targeted countries

- **Japan**

Sector groups involved

- **Materials**
- **Agrofood**
- **Creative Industries**
- **Retail**

Media

Images



[Examples](#)

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