

# Partnering Opportunity

Profile status : Published

## Business Request

**A large Japanese electronic appliance distributor is looking for EU equipment suppliers of disruptive consumer products in electronics and similar sectors that are yet to be released in Japan**

### Summary

*A Japanese high-tech capital equipment distributor is seeking product suppliers of technologically leading-edge consumer products to diversify its business.*

*Specifically the company would like to become the exclusive distributor of products using truly disruptive technology that show potential in the Japanese market, that have some sort of connection to cameras or imaging. They would like to do this in the form of an exclusive distribution services agreement.*

Creation Date	07 May 2020
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Expiration Date	09 May 2021
Reference	BRJP20200417001
Public Link	<a href="https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/021c4f5d-7878-48a1-9d89-ca582c870056">https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/021c4f5d-7878-48a1-9d89-ca582c870056</a>

### Details

#### Description

This over half a century old Japanese electronic appliance distributor is seeking a partnership with leading-edge consumer product suppliers in the EU. They hope to make exclusive contracts with companies who produce

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products that are unreleased in Japan. The company has over 300 branches in Japan with over 17,000 employees (consolidated).

They expect the equipment to make use of leading edge technology, which must be protected by intellectual property rights or require specific know-how. Products of interest are:

- Virtual Reality devices
- Camera Equipment
- Healthcare devices
- Communication devices
- Mobile Printing devices

Further details can be found below under the Technical Specification or Expertise Sought section.

After a successful evaluation of the product, the Japanese company would directly buy from the EU manufacturer and re-sell the equipment to their customer base in Japan. The EU company would benefit from the company's strong sales force including top-to-top relationship with most prominent Japanese companies. The Japanese company's engineering resources, consisting of more than 100 engineers, would provide the highest level of local support and service during and after sales.

The Japanese company is listed in the first section of Tokyo Stock Exchange and has been distributing foreign capital equipment to Japanese manufacturing sector for decades. The company is seeking exclusive distribution rights for the Japanese market under a distribution services agreement.

## Technical Specification or Expertise Sought

The Japanese company hopes to find new products unreleased in Japan, especially consumer products that make use of camera or imaging technology.

These products would ideally be sold in the range of 50 - 1000 EUR to end consumers. They expect the equipment to make use of leading edge technology, which should be protected by intellectual property rights or require specific know-how. Examples of products sought are as follows:

- Virtual Reality (VR) devices  
Including Extended Reality (XR) and Mixed Reality (MR) devices.

- Cameras & peripheral equipment  
Examples include: bags, cameras for children, recording devices, projectors, 360 cameras, and security cameras with a cloud storage option aimed at the consumer market.

- Healthcare devices:  
Specifically automaton robotics devices for healthcare purposes

- Communication devices that challenge pre-existing conventions

- Mobile Printing devices aimed at the consumer market

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## Keywords

### Market

03001009

Other electronics related (including keyboards)

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05004001

Electromedical and medical equipment

07004008

Other consumer products

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## Network Contact

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### Issuing Partner

EU-Japan Centre for Industrial Cooperation

### Contact Person

Rijnties Mark

### Phone number

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**Open for EOI:**     **Yes**

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## Dissemination

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### Restrict dissemination to specific countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

### Relevant sector groups

Healthcare  
ICT Industry and Services

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## Client

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### Type and Size of Organisation Behind the Profile

Industry >500 MNE

### Year Established

1968

**Turnover**

>500M

**Already Engaged in Trans-National Cooperation**

Yes

**Languages Spoken**

English

**Client Country**

Japan

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**Partner Sought**

**Type and Role of Partner Sought**

Only truly disruptive technology with a unique selling point in the Japanese market will be considered.

The European product supplier is expected to provide samples or demonstrations so the Japanese company can assess the viability of the product on the Japanese market.

The potential partners must also be willing to engage in an exclusive distribution partnership for the Japanese market.

**Type and Size of Partner Sought**

SME 11-50, SME <10,>500 MNE, 251-500, SME 51-250,>500

**Type of Partnership Considered**

Distribution services agreement

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**Attachments**