

Japanese electronic components manufacturer specialised in miniaturised potentiometers, joysticks and slip rings seeks commercial agents

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20240827009

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

27 Aug 2024

27 Aug 2026

Last update

22 Aug 2025

General Information

Short summary

The Japanese company manufactures on demand miniaturised electronic components, such as potentiometers, joysticks and slip rings. Thanks to its expertise and the various patents it holds and has purchased, the company manufactures the world's smallest joysticks and is unrivalled in its field. To develop its activities in the EU, the company is looking for commercial agents.

Full description

A Japanese electronic components manufacturer specialized in miniaturized potentiometers, joysticks and slip rings, is looking for commercial agents who can reach end users for their products.

They would like to establish new sales channels all over the EU, even though they have been doing business in Germany, Luxemburg and the UK, they wish to go beyond and reach potential customers through new commercial agents.

Their products are mainly distributed in Asia for the time being, and they are now well-prepared to exploit the EU market introducing their competitive products.

The potential partners are expected to have successful business experience in the sector of electronic components. The ideal partners are also able to hear from end users to have the component specifications customised efficiently under a commercial agreement.

The company virtual office in Metz, France was founded in 2015. The virtual office works as a communication hub that would help the potential partner, communicating with manufacturers of final products such as cameras and power tooling in an efficient way.

The Japanese company is well-prepared accompanying the potential partner in an occasion of business meetings with potential customers, if it becomes necessary.

Advantages and innovations

The Japanese company owns various patents for the technologies that can be used to make their components significantly small, flat and robust, and they recently acquired a patent for slip ring miniaturisation. Their technologies producing of small components allowing to manufacture customised ones on demand, and end users would be able to minimise their final product size.

Slip rings:

The company offers thinner flat shape slip rings, 11mm thickness while market average of 20mm, that are specially designed for surveillance cameras. This slip rings enabled to make a pan-tilt head smaller, and it is also adopted to amusement equipment, gaming devices and robots.

They have developed a 4K ultra-HD slip ring embedded with 1.5GHz LVDS for high quality surveillance cameras in 2018.

Joysticks:

They manufacture the world's smallest joysticks, smaller than 20mm, that are used for music mixers, surveillance camera systems, endoscopes and radio controllers, etc.

Potentiometers

They manufacture very small potentiometers its diameter 8~10mm while market average of 12mm. Their potentiometers are used for radio controllers, servo motors, power tools, and automotive components. They have their own manufacturing site in Vietnam to maintain competitive price; it enables them to offer small potentiometers with competitive prices to their distribution partners.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

• **Not relevant**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The partner the Japanese company looks for should be trading companies, commercial agencies, and/or distributors who are willing to support them in introducing their electrical components in the EU.

The EU partner should also have successful business experience with electronic components and have the expertise necessary to communicate with end users for customization of the components to be manufactured as the Japanese company may delegate the partner or their customers (retailers) in pricing.

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**
- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **03001009 - Other electronics related (including keyboards)**
- **03004003 - Other electronics related equipment**

Targeted countries

- **World**

Sector groups involved

Media

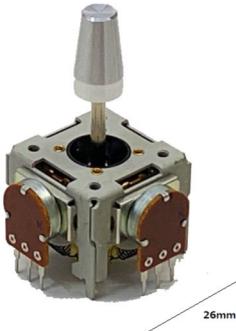
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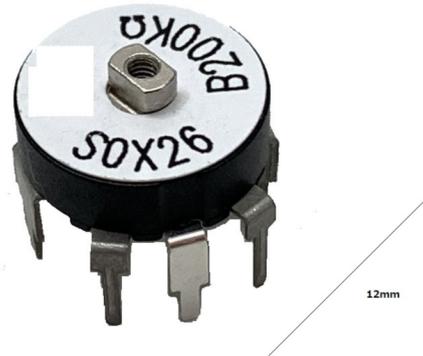
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[Joystick_TX-26.jpg](#)



[Potentiometer_sox26.jpg](#)