

# Partnering Opportunity

Profile status : Published

## Business Offer

### Finnish footwear manufacturer is looking for a distribution partner in Japan

#### Summary

*Finnish manufacturer of winter footwear is looking for a distribution partner in Japan. The partnership is considered to be in the form of distribution services agreement. The family-owned company with a long history in the industry is well known in the Nordic market. The company manufactures high-quality, light and extremely warm winter footwear for children, adults and seniors.*

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#### Details

##### Description

Established in 1928, the Finnish family-owned company is one of the oldest shoe manufacturers in Finland. The company designs and manufactures their own range of footwear for adults and children, they also have a range of outdoor clothes for children. The company uses high quality materials in their footwear and quality control is an important part of the manufacturing process.

The company is experienced in international business and they export their footwear to numerous countries. The company is now interested in entering the Japanese market. At the first stage, the company would like to introduce to the market waterproof winter boots for children, winter boots for adults and footwear for seniors that are easy to

put on and comfortable to wear. The company can consider designing customized products for the Japanese market, e.g. creating new colour variants is quite simple. The product labeling and materials will comply with local regulations.

The company is looking for a distribution partner in Japan, the partnership is considered to be in the form of distribution services agreement.

## Advantages and innovations

The company has a long history in the market. They have a strong know-how of footwear manufacturing and a reputation of being a stable and a reliable partner in their business network. The footwear is manufactured in Finland.

The company is a responsible manufacturer. The company has minimized the amount of waste produced in the manufacturing process and all waste that is produced, is burned for energy in an incinerator.

The company uses high quality materials in their footwear and quality control is an important part of the manufacturing process in several phases. Recycled materials are used whenever possible in making the footwear.

The company's brand is strong and well-known in the Nordic market and it is trusted by their customers. The footwear is company's own original design and it is copied by other footwear manufacturers.

## Stage of development

Already on the market

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## Keywords

### Market

07004001

Clothing, shoes and accessories (including jewellery)

### NACE

C.15.2.0

Manufacture of footwear

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## Network Contact

### Issuing Partner

EU-Japan Centre for Industrial Cooperation

### Contact Person

Ozawa Masae

### Email

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Open for EOI: **Yes**

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## Dissemination

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### Restrict dissemination to specific countries

Japan

### Relevant sector groups

Textile and Fashion

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## Client

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### Type and Size of Organisation Behind the Profile

Industry SME 50-249

### Year Established

1928

### Turnover

10 - 20M

### Already Engaged in Trans-National Cooperation

Yes

### Languages Spoken

English  
Finnish

### Client Country

Finland

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## Partner Sought

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### Type and Role of Partner Sought

The company is looking for a long-term partnership.

The distribution partner can be e.g. an importer, a wholesaler, a retailer or a company running a webshop, that has experience in the footwear sector.

The partner would market and sell the company's footwear in Japan. The company will provide all the necessary help, information and training for the partner, to succeed in their role.

### Type and Size of Partner Sought

SME 11-50, SME <10, SME 51-250

### Type of Partnership Considered

Distribution services agreement

### Attachments

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Footwear