

# Partnering Opportunity

Profile status : Published

## Business Offer

### Japanese company with expertise in sensor technology for usage in elderly care is looking for agents and distribution partners in the EU

#### Summary

*A Japanese company specialised in sensor technology used for elderly care in nursing facilities is looking for partners in Denmark, Germany, the Netherlands, and Sweden.*

*The potential partner should have an extensive knowledge of local elderly care market and ideally have access to potential users who are in shortage of caregivers. The company is aiming for a commercial agency or distribution agreement with potential partners.*

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<b>Public Link</b>	<a href="https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/ee4c1e7e-e2c6-4d98-88a7-07bb26788dd0">https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/ee4c1e7e-e2c6-4d98-88a7-07bb26788dd0</a>

#### Details

##### Description

This Japanese company established in 1975 is a leading manufacturer of security alarm products (remote monitoring, sensor, residential security, access control, video surveillance, and so on). They developed a solution for the elderly care field using their sensor technology, which has been cultivated over the years.

The company's new sensor can address problems that conventional monitoring systems for care recipients cannot

solve. It enables caregivers to monitor the recipients' behaviors through their silhouette images in order to prevent any accidents such as falling down from the bed. The solution has been used in nursing homes, short-term residential care facilities and hospitals in Japan and has been supporting not only many caregivers but also improved the quality of life for recipients of active care.

The Japanese company would like to develop their market presence in the EU, especially in Denmark, Germany, the Netherlands, and Sweden. They are seeking partners with an extensive knowledge of elderly care markets, able to reach relevant customer networks. They want to work with potential partners under a distribution services or commercial agency agreement

## Advantages and innovations

The Japanese companies' products have the following advantages compared to competitors:

Conventional monitoring systems (such as a tension sensors) sometimes provide false alarms due to detecting irregular points or unreliable surface of the bed and send alerts ultimately misinforming the caregiver about the actual situation in the care recipient's room.

In comparison, the company's latest sensor using infrared technology and analytical algorithms recognises the shape and movement of the care recipient as a 3D object. An alarm by the monitoring system is issued based on the gradual behaviour of care recipients, such as sitting up first, being off the bed, going out of the bed, among other examples. This contributes to the reduction of false alarms.

In addition, the monitoring system enables caregivers to monitor the recipient even in the dark, due to the usage of silhouette imagery. Differently from conventional products on the market, the company's monitoring system not only sends an alert to caregivers, but can also analyse behavioural changes in care recipients.

The sensor automatically records 3D images before and after the event and then caregivers can play back the recorded images. The company's monitoring system respects the privacy and quality of life of care recipients because it reduces unnecessary visiting of the room.

Finally, the sensor operates without the need for a dedicated computer, and is simple to install. It only needs to be set up through the dedicated smartphone application software and can be relocated if needed.

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## Keywords

### Market

05007004	Monitoring equipment
06006002	Metering and monitoring

### NACE

G.46.5.2	Wholesale of electronic and telecommunications equipment and parts
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## Network Contact

### Issuing Partner

EU-Japan Centre for Industrial Cooperation

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**Open for EOI:**     **Yes**

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**Dissemination**

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**Restrict dissemination to specific countries**

Denmark, Germany, Netherlands, Sweden

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**Client**

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**Type and Size of Organisation Behind the Profile**

Industry SME <= 10

**Year Established**

1975

**Turnover**

1 - 10M

**Already Engaged in Trans-National Cooperation**

Yes

**Certifications Standards**

ISO 9001

**Languages Spoken**

English

**Client Country**

Japan

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**Partner Sought**

**Type and Role of Partner Sought**

The company is seeking sales agents and distributors with extensive knowledge and customer networks in the elderly care market in Europe, especially in Denmark, Germany, the Netherlands, and Sweden.

Ideally, partners have access to potential end-users who are dealing with a shortage of caregivers and resulting struggles in the working environment. The company wants to work together with potential partners to identify end-users with these needs.

**Type and Size of Partner Sought**

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

**Type of Partnership Considered**

Distribution services agreement  
Commercial agency agreement

## Attachments



Picture 2



Picture 1