

Partnering Opportunity

Profile status : Published

Business Offer

A Japanese optical testing equipment manufacturer seeks distribution partners and agents in the EU

Summary

A Japanese company is specialised in the production of measuring instruments in the field of optics such as cameras, optical instruments and imaging equipment. The company products have been in the international market for decades and are valued for their high precision and reliability. The company wishes to proactively work together with EU partners to increase the market share of their products in the EU under a distribution services or commercial agency agreement.

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Details

Description

A Japanese company established in Tokyo in 1971 is planning to expand their market share in the EU in image sensing industries focused on products such as cameras, security cameras, automobiles, mobile phones, and broadcasting. They have already acquired a large share of the optical test equipment market in their domestic market. The company has developed optical measurement equipment such as light source boxes, shutter testers, and time of flight-light detection and ranging (ToF-LiDAR) evaluation systems. Other examples include lumps and focus testers.

Their products have the following features:

- Feedback function: allows equipment to keep a stable brightness and colour temperature while the light source box is turned on.
- Precise reproduction of brightness and colour temperatures.
- The spectral distribution and colour reproduction indexes are very high, making it possible to reproduce light equal to sunlight.

Technologies such as Advanced Driver Assistance Systems (ADAS) are rapidly evolving and currently a big trend in the global image sensing industry. As a result, the market share of these products is increasing significantly in the EU. For this reason, the company wishes to improve its market presence in the EU.

The company has already expanded to France, and also has partners throughout Asia, in the United States, and Russia. They want to find more long-term partners in the EU who have a good understanding of optical related devices. The types of cooperation desired include distribution services and commercial agency agreements. The Japanese company will proactively support EU partners with information and technical support where necessary.

Advantages and innovations

The main advantages of their products in the optical test equipment field are as follows:

- The company has technologies to produce light sources with spectral distributions and wavelengths equal to sunlight. In comparison to competitors their products are valued for their high precision, which is often not guaranteed in the case of competing products.
- They have developed several original functions that are not found in competing products. For example, the CT (colour temperature) mode is an optional function of their light source box. This mode allows the user to freely change the colour temperature.
- They are able to customize products according to the customer's needs, for example they can customize the light source, the size of the light emitting surface, and the wavelengths.

Keywords

Market

03004003

Other electronics related equipment

NACE

C.26.7.0

Manufacture of optical instruments and photographic equipment

Network Contact

Issuing Partner

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Open for EOI: **Yes**

Dissemination

Restrict dissemination to specific countries

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

Client

Type and Size of Organisation Behind the Profile

Industry SME 11-49

Year Established

1971

Turnover

1 - 10M

Already Engaged in Trans-National Cooperation

Yes

Certifications Standards

ISO 9001

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

The Japanese company is looking for distributors and commercial agents that have strong relationships and sales experience in optical markets in the EU. It would be preferable if the potential partner already has knowledge or experience working with Japanese companies.

Furthermore, the partner should also have a good understanding of optical related devices and technologies. The Japanese company is looking for long term commitment and wishes to proactively work with the partner for a successful entry into the local market.

Type and Size of Partner Sought

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

Type of Partnership Considered

Distribution services agreement
Commercial agency agreement

Attachments



SOL (Sunlight Resemblance Light Source)



Light Source Box (with CT mode)

Ref: BOJP20210713001



ToF-LiDAR evaluation system

Light Source Box (with CT mode)

Ref: BOJP20210713001



FCV (Flicker Test Light Source)