

Partnering Opportunity

Profile status : Published

Business Offer

Japanese producer of educational toys for all ages made with highly safe materials is looking for distributors and sales agents in the EU

Summary

A Japanese manufacturer of an educational toy made with safe materials aimed at groups of all ages is looking to engage in distribution services and commercial agency agreements in the EU.

The company has done extensive research of the educational properties of their toys, and wants to work closely with EU partners to establish mutually beneficial partnerships. The Japanese company also has an extensive domestic network that they are happy to use to the EU partner's advantage as well.

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Details

Description

This family-owned Japanese company founded in 2011 is led by an entrepreneur who has expert knowledge in early childhood education. The company produces an educational toy which is aimed at groups of all ages. The toy is completely made in Japan using materials such as polystyrene-based resin and elastomer. This means the toys are soft and safe to play with. The toys come in individual pieces that are dice and tetrahedron shaped.

The three-dimensional structure of the toys allowing the user to construct freely without frameworks. These pieces can be connected or attached to one another endlessly to create various formations. This allows for users to let their imagination run freely and come up with numerous ways of playing. Other possible usages of the toys are to simply throw them like dice, to stack them on top of another, and to spin them like a top.

Their products are fully made in Japan complying with CE marking, and CPSIA certification in the United States. Furthermore, based on the Toy Safety Directive 2009/48/EC, they have already obtained the "Declaration of Conformity". Since 2012 the company has recurrently won various Japanese awards for their design and novelty.

The Japanese company is seeking partners in the EU to engage in either distribution services or commercial agency agreements. So far, the company has several positive experiences interacting with foreign companies for example through domestic trade exhibitions and Japanese partners. However, they have yet to enter into distribution agreements with specific foreign trading partners and establish consistent export channels. Therefore, the company would like to engage in mutually beneficial partnerships with partners in the EU.

Target end-users for the Japanese company domestically are educational institutions (nurseries, kindergartens and elementary schools). Further targets would be rehabilitation facilities (group homes for elderly citizens, nursing homes, special support classes for infant, facilities for the disabled) and so on. Therefore, ideal end-users in the EU would be wholesalers of teaching material, publishing houses in the educational sector, wholesalers of rehabilitation products, and nursing care goods. Major retail companies (department stores, toy stores, and mail order companies) are also accepted. So far internationally the company has exported to the United States, South Korea, and they have a sales officer in Singapore who has contacts with Montessori and local retailers.

The Japanese company has strong alliances with major publishing/newspaper houses and various distributors including leading department stores, art museums and retailers so-called select stores in Japan, therefore as a service back to EU partners they can promote the partner's own educational toys in the Japanese market by making full use of their market channels. Ideally, a resulting partnership would be advantageous for both parties.

Advantages and innovations

The Japanese company puts the utmost care and attention into assuring the toys are safe to use. The majority of competing products are aimed at age groups of at least three years or older, but the Japanese companies' products are safe to use from any age onward.

Furthermore, the company also puts a lot of effort into researching the toys' educational benefits. These beneficial educational aspects are just as applicable to young children as they are to the elderly, and have been confirmed by extensive researches the company has done in both early-childhood education centres and rehabilitation centres in Japan.

Third-party institutions have also done similar research into the toys to assess their utility for rehabilitation. This research was done by graduate students and associate professors in Occupational Therapy Science at a prominent university in Tokyo. Details on all mentioned research can be provided upon request.

Their suitability for people of all age groups greatly increases the potential market size for the toys.

Keywords

Market

07001003

Toys and electronic games

07005004

Education and educational products and materials

NACE

C.32.4.0

Manufacture of games and toys

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Open for EOI: **Yes**

Dissemination

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

Client

Type and Size of Organisation Behind the Profile

Industry SME 11-49

Year Established

2011

Turnover

1 - 10M

Already Engaged in Trans-National Cooperation

Yes

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

The Japanese company wishes for their potential partners to promote their educational toys in the EU market as a distributor or as a sales agent.

Their current policy is to limit to one distributor or agent in each respective EU member-state. However, it is no problem if the partner operates beyond its domestic borders. Partners should have connections to wholesale business or major retail business, and also be capable of promoting their product through relevant market channels. It is desirable that the partners are well-acquainted with this field and knowledgeable about the most efficient way to access the market.

The partners should ideally have knowledge on the EU its educational, rehabilitation and nursing care fields. In the case of a distribution services agreement, trade terms and conditions such as minimum order quantity and minimum guarantee on sales shall be separately agreed upon by both parties.

Type and Size of Partner Sought

SME 11-50, SME <10

Type of Partnership Considered

Distribution services agreement
Commercial agency agreement

Attachments



Example 4

Example 4

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Example 3

Example 2

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Example 3



Example 3



Example 1



Example 2

Example 2