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

Summary

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<tr>
<th>Profile type</th>
<th>Company's country</th>
<th>POD reference</th>
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<tr>
<td>Business Offer</td>
<td>Japan</td>
<td>BOJP20220909001</td>
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<th>Profile status</th>
<th>Type of partnership</th>
<th>Targeted countries</th>
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<tr>
<td>PUBLISHED</td>
<td>Commercial agreement</td>
<td>• World</td>
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Contact Person: Mark Rijntjes

Term of validity:
- 9/9/2022
- 9/9/2023

Last update: 09/09/2022

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.

This profile targets EU countries only.

Full description

With over 30 years of overseas business experience the company would like to establish new sales channels all over the EU, and reach potential customers through new commercial agents. At the moment, their products are mainly distributed in Asia and they are now ready to access the EU market with their competitive products.

The company has direct contacts with German and Luxembourg end users and some distributors in the UK for their joystick products.

The potential partners are expected to have successful business experience while dealing with electronic components and to communicate with end users on the customisation of component specifications. The company’s
clients are usually camera and power tooling manufacturers, hence the agent should have a broad network within this sector. A commercial agreement will be signed with the relevant partners.

Advantages and innovations

Here below some features for the three types of product the company manufactures.

Slip rings:
Their unique flat shape slip rings (11 mm thickness compared to 20 mm of market average) are specially designed for surveillance cameras, and offer a remarkably small pan-tilt head. This slip ring is also used in amusement products and robots. The company developed a 4K ULTRA HD slip ring (1.5GHz LVDS) for high quality surveillance cameras in 2018.

Joysticks
The company manufactures the world’s smallest joysticks (smaller than 20mm) that are used for music mixers, surveillance camera systems, endoscopes and radio controllers, etc. The company developed 3D joysticks for medical devices in 2019.

Potentiometers
Their very small potentiometers (diameter 8~10mm compared to 12mm of market average) are used for radio controllers, servo motors, power tools, and automotive parts. They have a potentiometer factory in Vietnam to keep competitive prices. Therefore, the company can offer small potentiometers very well priced.

The company owns various patents for the technologies they use allowing it to make their components significantly small, flat and robust. For example, they recently acquired a patent for slip ring miniaturisation. Thanks to the small components that the company is able to manufacture on demand, end users can minimize their own product’s size.

Sustainable Development goals

• Not relevant

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The company is looking for commercial agents and distribution services able to present the companies’ products to potential customers. The Japanese company is willing to accompany the EU partner to meetings with potential customers, if necessary.

The EU partner should also have successful business experience with electronic components and have the expertise necessary to communicate with end users for customisation of the components to be manufactured.

Type of partnership

Commercial agreement

Type and size of the partner

• SME 50 - 249
• Big company
## Dissemination

<table>
<thead>
<tr>
<th>Technology keywords</th>
<th>Market keywords</th>
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<tbody>
<tr>
<td>• 03001006 - Controllers</td>
<td>• 03001009 - Other electronics related (including keyboards)</td>
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<tr>
<th>Targeted countries</th>
<th>Sector groups involved</th>
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Media

Images

- 3D joystick_55TX26-3DRS_1a.jpg
- Joystick_TX-26a.jpg
- Potentiometer_sox26_1a.jpg
- Joystick_TX-13a.jpg