

Business Request

A Japanese smartphone accessory distributor is looking for mobile phones' accessories and smart devices to complement their range of products under distribution services agreement

Summary

A Japanese electronics trading company, specialized in stylish mobile accessories, is looking for EU suppliers of smartphone cases, earphones, headphones, speakers and mobile batteries willing to export to Japan. In order to expand their range of products, innovative wearable fitness tracker devices and smart home devices are also sought. A distribution agreement is expected with companies located in the target countries.

| | |
|------------------------|---|
| Creation Date | 24 March 2017 |
| Last Update | 28 March 2017 |
| Expiration Date | 28 March 2018 |
| Reference | BRJP20170324001 |
| Profile link | http://een.ec.europa.eu/tools/services/PRO/Profile/Detail/dbdf0fc1-4dcc-4a47-8d9d-eb6afa5f5851 |

Details

Description

The smartphone accessory distributor is seeking a partnership with digital accessories manufacturers in Europe interested to export in Japan.

The company established in 1952 as an electronics trading company and currently they have been making efforts to operate an online retail business based on their highly-successful history as a trader.

Their online store provides stylish mobile accessories, such as smartphone cases, mobile batteries and ear/headphones. The product line-up on the website is carefully selected according to its specialized features and design. Some of the merchandises have also received design awards.

The marketing target audience for their online store are females in their 20-40's who seek smartphone accessories as part of the latest fashion trends or would like to make a purchase of gifts.

The company's online store has 0.5 million unique visitors per year.

The company is now exploring new goods and products for their online shop that are rare in

Japan, such as wearable fitness tracker devices and smart home devices.

The company is also looking for EU manufacturers of stylish mobile accessories: smartphone cases, earphones, headphones, speakers and mobile batteries.

Special attention will be given to products which have been granted design awards.

The Japanese company is willing to offer the following conditions:

- The company will offer a minimum order, in case of small goods, such as smartphone cases.
- The payment condition is NET45, which is making a payment 45 days after invoice date.
- In case the merchandise is new in Japan, the company will set a pre-marketing trial period of approximately 6 months, during which they ask for distribution exclusivity.

The potential partner should be located in: Sweden, France, Italy, Germany, Belgium, the United Kingdom, Denmark, Finland, Ireland, the Netherlands and Spain.

Technical Specification or Expertise Sought

The company is looking for stylish :

- Smartphone cases
- Audio (earphones, headphones, speakers)
- Mobile batteries

And innovative devices:

- Healthcare (wearable fitness trackers)
- Smart home devices (Internet of Things)

It is essential that every item, if it applies, is complied with Japanese regulations, such as the Radio Act or PSE marking (Product Safety Electrical appliance & materials).

The ideal merchandise is a winner of design awards, such as the good design awards, iF Product Design Award and the Red Dot Award. However, all products will be considered as long as they show sophisticated design.

Keywords

Market

| | |
|----------|--|
| 01006002 | Mobile communications, pagers and cellular radio |
| 03001009 | Other electronics related (including keyboards) |
| 03002 | Batteries |
| 05007 | Other Medical/Health Related |
| 07004008 | Other consumer products |

NACE

| | |
|----------|--|
| G.46.5.2 | Wholesale of electronic and telecommunications equipment and parts |
| G.47.9.1 | Retail sale via mail order houses or via Internet |

Open for EOI : **Yes**

Dissemination

Restrict Dissemination to Specific Countries

Belgium, Denmark, Finland, France, Germany, Ireland, Italy,
Netherlands, Spain, Sweden, United Kingdom,

Client

Type and Size of Organisation Behind the Profile

Industry 250-499

Year Established

1952

Turnover

100 - 250M

Already Engaged in Trans-National Cooperation

Yes

Experience Comments

The company has been in distribution business for more than 65 years. Most of its client companies are based in the United States.

Certification Standards

ISO 9001
ISO 14001
ISO 27001

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

Although, partner's previous trading experience and business background would not be taken into a strong consideration, however their merchandises should be market-proven products in terms of its reliability.

Should be able to provide a wide range of variations of mobile accessories.

Is expected to offer distribution margin of 60% of MSRP (Manufacturer Suggest Retail Price).

Potential partner will be also requested to provide:

- Sales tools (product brochure, company profile, etc.)
- Sales samples (2-3 samples for the pre-marketing purpose)
- Promotion tools (store fixtures and display)
- Certification of Japanese regulation (Radio Act, etc.)

Type and Size of Partner Sought

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

Type of Partnership Considered

Distribution services agreement