



# タイビジネス商談会

## @MEDTEC Japan 2016

医療機器の設計・製造に関する「アジア最大」の  
展示会『MEDTEC Japan 2016』内特別ブース

4 / 金 22

東京ビッグサイト

## A Report on Thai Business Networking Event @ MEDTEC Japan2016



On April 22<sup>nd</sup>, 2016, SME Support, JAPAN and Ministry of Industry, Kingdom of Thailand co-hosted a business meeting event for business owners from Thailand and Japanese SMEs at the largest trade show in design and manufacturing of medical equipment in Asia, the “MEDTEC Japan 2016”.

18 companies from Thailand, who seek collaboration with Japanese SMES as well as their technology and products, visited Tokyo to participate in the event. 39 Japanese companies in the medical and welfare device related fields joined and held a total of 82 business meetings.

◆ **Business networking event is a great opportunity for “collaboration” and to build “trust”.**



Mr. Somchai Harnhirun  
Director General, Department of Industrial Promotion,  
Ministry of Industry, Kingdom of Thailand

This marks the second time that a business event co-hosted by SME Support, JAPAN and MOI of Thailand is held due to positive feedbacks from the previous event.

Thailand which plays an important role as a hub is currently producing products with high-added value by utilizing 30 years of accumulated expertise and high level of technology.

Given this backdrop of maturation of the industry, many overseas companies who sought only cost merit in labor and manpower is changing their views over time to seek manpower who possess high expertise, technology and advanced capabilities.

In this business event, our goal is to spur “collaboration” between Japanese SMEs equipped with outstanding technology and know-how with Thailand companies that function as Asian hub.

Going beyond conventional business model of simple export and distribution, by building good relationship such as joint ventures and collaborative projects, Thailand companies will be able to attain further technology and production capacity and Japanese companies will attain a business base for expanding business in Asia.

In reality, as a result of last year’s business meeting event, we had a case where Japanese machinery was re-designed and developed for the South East Asia market and manufactured and distributed the machineries from Thailand as their base.

In addition, I feel that a business meeting event is not only a place where one can attain visible results on the spot but an opportunity for gaining a lead to the next step.

A critical aspect is to continue the conversation and build mutual trust while gaining further understanding by visiting each other’s companies and facilities.

Japan and Thailand have built a truthful relationship over the years. In MOI of Thailand, we have set up a Business Service Center (BSC), and at the Bangkok Headquarter, our Japan Desk is supporting Japanese companies. We see Japanese companies as an indispensable partner and are always welcome.

I truly hope that this event would be a great opportunity for Japanese SMEs and Thai companies to develop trust and build collaborative relationships.



## Voices from the participants

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-- A great opportunity to meet companies from a new business country--



Mr. Tetsuo Shinno (Right)

Representative Director

Mr. Mitsunobu Usuda (Left)

Sales

All Sensors Asia Pacific k.k.

Our company was established in July of last year as a Japanese branch of AllSENSORS Corporation of the USA. We mainly distribute various sensors that parent company in the USA and contracted manufacturers produce in ASIA Pacific region (except China and HK) in

addition to the Japanese market.

We participated in the event seeking to cultivate the Asian market and Reps in Thailand. As for the Thailand company we just met, they expressed a welcomed response saying they wanted to display our products in the trade show to take place in May. We gave samples so if the responses are positive at the trade show, we will visit Thailand and speak specific details.

This is our second time joining this business networking event but we are glad that we get the opportunity to meet with companies from countries that we have not explored yet. We would certainly like to participate in future events.

**--I received a request for Representative during the Mixer Event after the meetings--**



Mr. Takemi Iwai  
CEO & President  
IWAI Micro Components Co., Ltd.

We are a manufacturer of super-miniature parts used in dental and medical fields.

I participated for the first time in the last business meeting with Malaysian companies but I was overwhelmed by the positive responses that I received, and in fact, I even received a quotation from a company.

Moreover, a company went out of their way to meet with me during the Mixer Event in the evening because we did not have the chance to speak during the business meeting portion of the event during the day time. Right on that spot, I received a request to become our Representative and we are nearing to finalize our contract.

The Thailand company that I met during today's event had different agenda in the beginning but as soon as I began explaining our work, he pulled out a drawing asking me whether we could manufacture the specific part. So I immediately replied yes right there and then and currently we are going back and forth over emails regarding quotations.

During the meetings, Mr. Minami, an advisor at SME Support, JAPAN, provided detailed support which gave me clarity without confusion throughout the meeting.

I feel that this business meeting and mixer event provides an indispensable and unexpected opportunity to meet many overseas companies in such a short period of time.

**--I feel at ease because I can have business meetings with companies I can trust--**



Mr. Jiro Kanno (Left)

CEO

Mr. Mikihiko Kawamura (Right)

CFO

AZ Asia Limited

We are a manufacturer and distributor of endoscope filing system and medical equipment and we participated in this event to market our new electrolyzed water machine that we researched and developed with Tohoku University to Thailand where it has an advanced medical technology.

Currently, we have business with China, Vietnam and Singapore but would like to further expand business in South East Asia regions, so we would like to find local distributors in Thailand.

The two companies I met today in particular both had very positive responses and one of them said they will conduct a marketing research upon returning home and would like to consider being either our distributor or partner to some extent.

It would be an arduous task for us taking much effort and time to individually find Thailand companies and market our products. We are grateful that we are able to meet with companies that are pre-screened by SME Support, JAPAN and MOI of Thailand because it is very efficient.

**--I feel great possibility in “collaboration” with Japanese companies--**



Mr. Kriangkrai Manoburachailert

Program Manager, Business Development

C.C.S ADVANCE TECH CO.,LTD

We are an OEM manufacture that produce metal parts, jigs, and plastic parts. Our strength is in our variation of processing, handling small lot production of many products to mass

production of super precision processed parts.

I came to Japan to attend a meeting with the company I already have business with in Japan but I am glad that this business networking event was held at the right timing.

In regards to Japanese companies, I feel potential to collaborate with a similar company as mine who are seeking to strengthen production capacity.

The Japanese company I just spoke to had been declining offers that are beyond their production capacity, but upon informing them that we could manufacture similar products, they now want to consider partnership with us with the future in mind.

This business meeting event is an invaluable opportunity to meet a company such as these. I would like to take advantage of a meeting like this and build a good relationship moving forward.

## **Overview of Thai Business Meeting Event @ MEDTEC Japan2016**



Event Date: April 22<sup>th</sup>, 2016 (Friday)

Venue: Tokyo Big Sight

Sponsored by Department of Industrial Promotion, Ministry of Industry, Kingdom of Thailand/  
Office of Industrial Affairs, Royal Thai Embassy of Tokyo/ Organization for Small & Medium  
Enterprises and Regional Innovation, JAPAN (SME Support, JAPAN)

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