

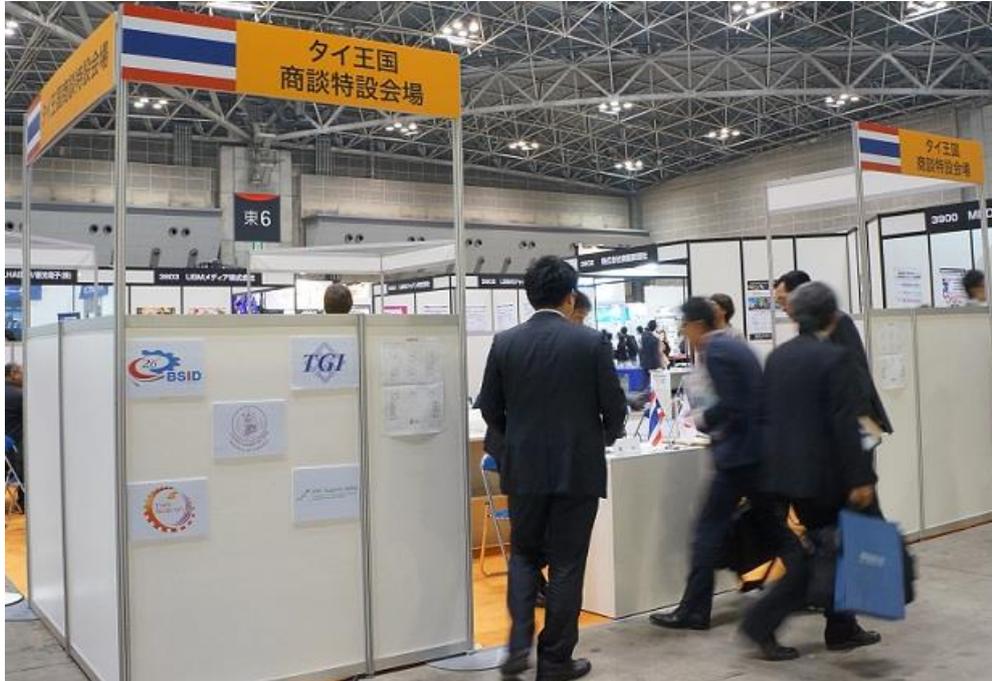
タイビジネス商談会

@MEDTEC Japan 2015

医療機器の設計・製造に関する「アジア最大」の
展示会『MEDTEC Japan 2015』内特別ブース

4/
木 23・金 24

東京ビッグサイト



● A Paper on "Japan-Thailand CEO Business Meetings @MEDTEC Japan 2015"

SME Support, JAPAN hosted “Japan-Thailand CEO Business Meetings” in collaboration with Ministry of Industry of Thailand to promote and support international development for Japanese SMEs in the medical and assistive equipment industries. The event was held in “MEDTEC Japan 2015”, from April 22nd through 24th, Asia’s largest exhibition for manufacturing and design in the field of medical equipment.

With the acceleration of its aging population, Thailand’s medical and assistive equipment industries are developing rapidly, and 24 representative companies from these industries came to Japan from Thailand with a mutual goal to collaborate with Japanese companies.

In total, 91 meetings were held with 37 Japanese companies in matching industries.

Connecting Thailand’s industrial future to Japanese companies



Mr. Yuzuru Hata
Executive Director, SME Support, JAPAN

The recent “Japan–Thailand CEO Business Meetings”, aimed to provide increased business meeting opportunities for SMEs in both countries, was born from an agreement made between Deputy Minister Pramode Vidtayasuk of Ministry of Industry, Thailand, and Mr. Takada, Chairman & CEO of SME Support, JAPAN, during a previous “CEO Networking Event” which was held as a part of Japan/ASEAN Friendship and Cooperation project.

SME Support, JAPAN has MOU ties with many countries and organizations, and we are strengthening our cooperative relations to develop SMEs in each country. Thailand is gaining attention for its medical and assistive equipment industry ever since its Tourism Agency declared “Medical Hub” concept in 2002.

Furthermore, by incorporating technology gained from its automobile industry, tagged as “Detroit of Asia”, Thailand’s medical, health and wellness device manufacturers have grown, and have gained competitiveness in the global market.

Having these developments as a backdrop, we planned this business meeting event because we wanted to support Thai companies that envision their future in medical, health and wellness industry, so we could contribute to the development of SMEs in both of our countries.

In this event, we particularly wanted to assure that business meetings and information exchange between the countries were beneficial, so prior to the actual event, we researched and analyzed the needs in each party, and in turn provided the information to all of the appropriate participants. Also, we arranged Japanese/Thai interpreters that are versed in the field of medical equipment, health and wellness for the business meetings.

At SME Support, JAPAN, we plan to continue implementing our efforts proactively with countries including Thailand, Vietnam, Indonesia, and Myanmar among others.

Supporting Japanese SMEs to develop businesses in Thailand



Mr. Kobchai Sungsitthisawad
Deputy Director General, Department of Industrial Promotion,
Ministry of Industry, Kingdom of Thailand

I would like to first express my sincere gratitude to not only SME Support, JAPAN but also to Thai–German Institute (TGI), Japan Assistive Products Association (JASPA), Greater Tokyo Initiative and ASEAN–Japan Centre for all their great support and efforts.

Currently, there are 400 member businesses in Thai Subcontracting Promotion Association and many of them are manufacturing automotive parts. However, the trend in Thailand’s automotive market is in decline, so maximizing the machines in factories is the pressing theme.

Furthermore, we also predict increased number of aging population in Thailand, so we are putting effort into developing industries in medical equipment, welfare services for the elders, and assistive products.

In terms of Thailand’s medical/health and wellness device industries, they depend heavily on imports from abroad. For example, current situation requires that titanium–made artificial bones and joints rely on imports. However, a company in the watch–parts manufacturing business that came to Japan for this event is engaged in manufacturing artificial titanium bones. As you can see, many Thailand businesses are taking on the challenge of making new products and want to exchange information or have collaborations on technologies that would not be attainable if not for the Japanese companies.

For Japanese companies, we provide support for developing businesses in Thailand. When building a plant in Thailand, we will introduce local companies that have the function the Japanese companies need and thus can reduce financial burden for the Japanese side, which will enable Thailand’s companies to make products together.

At the Ministry of Industry of Thailand, we plan to continue building a support system that would benefit both Japanese and Thailand companies.



Event participants from Thailand

Voices from the participants



Metrol Co. Ltd.
Marketing Dept.– Ms. Mizuki Abe

Our company specializes in industrial sensors that contribute to factory automation. We decided to set up a sales office in Bangkok, Thailand, so we joined this event to find an agent partner that could perform maintenance work locally and enhance our local network.

At one of our meetings with a company that exports machine tools to Taiwan, we received a request for OEM orders on our tool setters, so we are going to visit the company in Thailand this coming May. We were fortunate their president had visited our plant through the help of SME Support, JAPAN and held us in high regard.

Also, with a manufacturer of medical equipment, we reached an agreement to visit their factory and provide a thorough introduction of our sensors.

In this event, match pairings were prepared based on our requests, so the meetings were very effective. In many instances when an interpreter is required for a meeting, it takes longer time to discuss business, but the length of the meetings were extended to 45 minutes which provided us with enough time to explore specific details which lead to promising results.



KOIKE MEDICAL CO., LTD
Overseas Dept. Leader – Mr. Shuji Tsuboyama (left)
Overseas Dept. – Mr. Yusuke Taniguchi (right)

Our company manufactures medical equipment, mainly respiratory devices, and we are currently trying to export our product with the largest market share in Japan. We particularly feel there is a great potential in Thailand's market but we do not have any business history in the country so we joined the event to find opportunities.

In a meeting with a manufacturer in the implant related products, although we did not have a direct match for our businesses, the company kindly offered to look for companies in Thailand that might have use for our products.

It has been difficult to select overseas businesses as partners, but because SME Support, JAPAN acts as a mediator, credibility is guaranteed on both sides, which lead to smooth discussions and meetings. Also, local language interpreters helped us achieve information that our non-fluent English conversation would not have.

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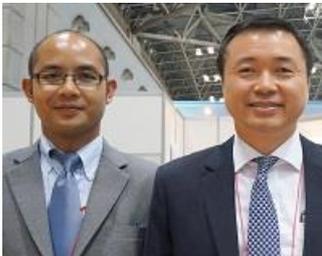
KANTO ELECTRONICS CORPORATION
CEO – Mr. Tadayoshi Seki

Our company customizes factory automation part-feeders among others. Thailand is increasing its automation due to its expected labor cost increases.

In our meeting with one of the medical device and cosmetic parts manufacturer, it mentioned that “we assemble and inspect manually but there is a limit to the process, so we want to consider automated feeders and inspection devices”, so we have already begun considering specific details. Also, in a meeting with a global coiled spring manufacturer, we found that it was facing difficulties with automating the manufacturing process for specialized springs that are very small. So we agreed to have the parts sent to us immediately and then we would respond to them after our evaluation.

I always run out of time because I often discuss business while showing video clips of our products on my lap top computer and it has always been my challenge at these meetings in terms of time, but in this event, I didn't have to worry and we were able to discuss thoroughly. The matching of the companies were very appropriate as well and the event felt very promising.

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COSMO GROUP PUBLIC CO., LTD.
CEO – Mr. Naruepon Techawatanawana (right)

PRIME BOX MFG., LTD.
Deputy Production Manager – Mr. Anirut Vichit (left)

Our company has been in manufacturing and exporting watch-parts for 50 years, but recently we began developing and making medical devices. Our goal for joining this event was to collaborate with Japanese companies that are engaged in medical products.

Currently, our company is conducting a joint research with the Government of Thailand and doctors in attempt to manufacture artificial bones. In Thailand, we depend on imports from Europe and the US when it comes to artificial bones, so customizing the bones overseas and then importing them increases the cost, which creates financial difficulties.

We want to find a Japanese partner that we can collaborate with and share our medical technology and manufacturing know-how regarding artificial bones. In this event, we felt potential with Japanese companies in building collaborative relationship, making this a great opportunity.

□



C.C. AUTO PART CO., LTD.
President – Mr. Boonlert Chodchoy (left)
Assistant Managing Director–Ms. Laddawan Chodchoy (right)

Our company has been in the automobile related business for 26 years. We paint and assemble pressed and molded parts and sell them to auto parts makers.

Since 1997, we have been engaged with development in the medical equipment field and currently we have a dental clinic related products in 27 categories.

In this business meeting event, the matching selections were appropriate and we were able to see eye to eye during the meetings, making them very satisfactory. We were able to meet companies and become partners for each other so we look forward for future developments.

In the meeting with a manufacturer of implant related parts that has yet to develop business in Thailand, we discussed selling their products to our customers. I feel that it would only take a few more meetings to strike a successful deal.

I had meaningful conversations with all of the companies I met, so it was a wonderful business meeting event.

Outline: Japan–Thailand CEO Business Meetings @ MEDTEC Japan 2015

When: April 23rd (Thurs) – 24th (Fri) 2015

Venue: Tokyo Big Sight MEDTEC Japan 2015 site

Sponsors: 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)/ UBM Canon Japan G.K/ Thai Subcontracting Promotion Association

Co-Sponsors: Thai–German Institute (TGI) / Japan Assistive Products Association (JASPA)/ Greater Tokyo Initiative (TAMA)/ ASEAN–Japan Centre

We at SME Support, JAPAN will continue to strive in providing effective business meeting events between overseas companies and SMEs in Japan. For those who could not participate in this event, please consider joining us next time. We sincerely look forward to working with you in the future.

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