

Success Stories: Ideas for Potential Players

MF Manufacturing



Sales / Services

Rotex Japan Limited

Approaching Asia through Japanese corporate partners



The Chiba Tech Building, east of Tokyo and accessible to Narita Airport, is Rotex's base of operations in Japan.

Rotex, a leading company in the field of screening equipment and technology, has a history that goes back some 160 years in the United States. Besides screening equipment, its products include feeders, conveyors and automatic granularity analyzers for users in the fields of chemicals, minerals, plastics, food and agricultural products.

Above all, however, the company's product line features screeners, machines that use horizontal gyration to separate materials into grain sizes ranging from a few millimeters to little more than 10 microns. Screeners are

essential equipment at petrochemical plants, for example, during the manufacture of carbonate, to separate materials into grain sizes and remove impurities. The company's equipment also sees heavy use in food processing and agriculture.

Rotex has manufacturing facilities at the company's global headquarters in the United States and its European unit in the United Kingdom, and has established international marketing affiliates in Belgium, Germany, France and Japan under the umbrella of the UK office. The company is also developing a global sales network, with local distributors in North and South America and Europe, as well as in China, the Republic of Korea, Thailand, Malaysia, India and Singapore in Asia.

Major Japanese chemical and engineering firms often play significant roles in large-scale development projects worldwide. Their presence is evident as far afield as petrochemical complexes and gas-to-liquid technology projects in the Middle East, and their position makes them attractive clients for support businesses from around the world.

"We decided to establish an operational base in Japan because by tailoring our services to meet the needs of these Japanese companies—with their superb technical knowledge and skills that they employ on a global basis—we can develop our own opportunities on a

2004 Rotex Japan Ltd. established.

ROTEX[®]

JAPAN



ROTEX[®]
JAPAN

Yoshihiro Sonoo, Asian Sales Manager

worldwide scale," explained Mr. Yoshihiro Sonoo, Asian sales manager for Rotex Japan, the Japanese arm of the Rotex Group.

Rotex Japan was established in September 2004 in the city of Chiba, located just east of Tokyo and with easy access to Narita International Airport. At that time, Mr. Sonoo was given a special assignment from the UK office to set up operations in Japan. During the period of preparations leading up to the opening of the office



Rotex is a leading supplier of screening equipment for industrial applications, including chemicals, minerals, plastics, food processing and agricultural products.

in Chiba, he made use of a private office in the Invest Japan Business Support Center, or IBSC, in JETRO's head office, located in Akasaka, one of Tokyo's central business districts.

"This placement was the result of a referral from JETRO's London office," said Mr. Sonoo. "Working with JETRO has given us many advantages— Akasaka was an excellent location, serving as an incubator for our business; our preparatory activities proceeded smoothly without any wasted time; and the office was provided free of charge by the organization, which helped us keep down costs."

He later took advantage of other investment-in-Japan

support services: participating in JETRO-sponsored seminars and networking events to meet people from other industries. "Support from JETRO gives you confidence in developing new business activities," Mr. Sonoo said.

Rotex Japan covers the entire Asian region, including China. There are limits, however, to the marketing and sales activities Rotex Japan can perform with its present limited staff. "For the time being, what we would like to

do is strengthen our ties with globally active Japanese companies rather than cultivate markets ourselves," explained Mr. Sonoo.

Rotex Japan has already put in time building ties with Japanese enterprises, but it is most concerned with establishing good relations with people who have the authority to make key decisions in those companies. By doing so, Rotex Japan hopes to create an environment where it is easy to bid on and negotiate for overseas projects. Reflecting this position, Rotex is further deepening its connections with critical personnel at enterprises that are highly competitive in the international market.

Rotex Japan may thereby offer a business model for other non-Japanese businesses looking for a way into the Japan market.

Japanese Operation

- Established :** September 2004
- Employees :** 6
- Business :** Sales of screening, feeding, and conveying equipment and accessories
- Location :** 6th floor FLPC, Chiba Tech Bldg., 36-15, Shindencho, Chuo-ku, Chiba 260-0027 Japan
- URL :** <http://www.rotexjapan.com/>
- Parent company :** Rotex Europe Ltd. (Cheshire, UK; about 60 employees)

