



# Kawasaki International Eco-Tech Fair 2018

Green innovation from kawasaki One step further and further

[Schedule](#)

February 1 Thursday, 2 Friday, 2018  
10:00 am - 5:00 pm

[Venue](#)

Todoroki Arena

1-3 Todoroki, Nakahara-ku, Kawasaki-city, Kanagawa  
\* Free shuttle bus service will be provided from the north exit of the Musashikosugi station during the fair period.

**Free Admission**

<a href="#">About Fair / Access</a>	<a href="#">Exhibitors</a>	<a href="#">Seminar / Event information</a>	<a href="#">The Fair helps support your business</a>	<a href="#">14th Asia-Pacific Eco-Business Forum in Kawasaki</a>	<a href="#">Contact us</a>
-------------------------------------	----------------------------	---	--	--	----------------------------

[TOP](#) [Examples of Business Matching](#)

## Examples of Business Matching

Kawasaki International Eco-Tech Fair 2017 produced many fruitful business encounters and opportunities.

We visited the companies which concluded business negotiations as a result of their presence at Eco-Tech Fair 2017 and asked them about the content, background and key points of their success.

### CASE 1: [Gentle Lighting Co., Ltd.](#)



Hiroshi Ishibashi, CEO

We build and sell electrodeless lamps and LED lighting which will replace mercury-based lights. Selected to be part of the Kawasaki City Show Window Model Project, electrodeless lamps have been installed at the Inada Junior High School gymnasium and Seki shopping arcade in Kawasaki City.

They are in use in various sports facilities, factories and other facilities. Please get in touch if you are considering installing or marketing these products.

### A fair that presents many opportunities

We have been an exhibitor at the Kawasaki International Eco-Tech Fair for the last six years, showcasing our electrodeless lamps. Every year we have found new business from fellow exhibitors or government officials at the fair. A reason for the success is that our booth is lit up by electrodeless lamps, which makes a striking appearance in the venue. Another factor is that in 2012 and 2014, we were designated as participants in the Kawasaki City Show Window Model Project. At the Kawasaki International Eco-Tech Fair 2017, we picked up two new clients, the Asano Industrial Park in Kawasaki Ward and Actio Corporation, because they appreciated the features of our product, that is, "energy-efficient, bright, and easy on the eyes."



The booths at Kawasaki International Eco-Tech Fair

### Business matching was not built in a day

We regard the Eco-Tech Fair as an opportunity for as many people as possible to see our products. In the lead-up to the fair, we send out direct mail to 500-600 companies to promote foot traffic at the event, so that we have a good chance of finding new business. Moreover, when we give briefings at the Eco-Tech Fair, we strive to present in a confident and polite manner. It is necessary to first inform people of how our electrodeless lamps differ from other lamps, since this product is still manufactured

in small quantities compared to other products. Once they grasp the difference, we take the time to explain to them our track record. I believe this gives them confidence in our company and our product, and leads to a successful conclusion.

However, success is not likely to come about on the day of the Eco-Tech Fair proper. That is why we make sure to follow up on our discussions after the fair. We get in touch with those companies with whom we exchanged business cards by email or phone. If required, we will visit them, and we will make an effort to make them understand the product and achieve a sale.



Kikuchi Industry (After Construction)



Higashi-Ogishima Distribution Center (After Construction)

## Product introduction

Induction lamps (electrodeless lamps) are a type of fluorescent lighting technology, but instead of a disposable filament or electrode enclosed in a lighting tube, this is a technology based on the principle of electromagnetic induction and discharge using an inverter. These lamps are unique because without an electrode, there is no reduction in lighting intensity over time and they also have a much longer lifespan than has been seen so far. They are economical, and save both energy and resources.



GDD228S series



TGS018 series

## CASE 2: [Nagao System Inc.](#)



Daisuke Nagao,  
Senior Executive

We manufacture and sell scientific equipment such as rotators and special containers. Our patented 3D Ball Mill (3D Reactor) uses high-speed rotation to mill, blend and separate substances in a way that was not hitherto possible. It is particularly suited to (dry and wet) nano-milling, blending and separation of organic and inorganic materials to smaller than a millimeter. Try for yourself our high-speed 3D movement, which addresses a weakness of traditional 2D movement.

## Opportunities emerge from relationships

We find it difficult to expand sales of our products on our own. With the help of a Japan External Trade Organization (JETRO) adviser and by taking part in trade fairs, we have been able to gain a better understanding of customer requirements and think about how we market our products. Last year during an exhibition in Thailand (METALEX), Kawasaki City invited us to take part in the Kawasaki International Eco-Tech Fair. We closed a deal with Kyodo International Inc., which was introduced by the Kawasaki City Overseas Business Support Center (KOBIS). We both fulfilled the needs of each other; they wanted to sell our product and we wanted them to buy our product.



The METALEX exhibition in Thailand

## Exhibitions are a powerful sales tool

Trade fairs and exhibitions can be an opportunity for potential clients to have a good look at products and understand how they differ from others, leading to business opportunities. In everyday marketing, it is difficult to set up a demonstration or to make visits to several companies in a single day. However, since exhibitions enable us to explain our products to many people using an actual product, we are very eager in asking companies and organizations with which we have relationships, and those which have the potential to become customers, to attend these events.

Moreover, we are able to be discerning in the materials we hand out to people at the exhibition, according to their needs. At the booth we have up to around three minutes to talk to an attendee. In that short time we grasp what that visitor needs, offer the right kinds of information materials and clearly explain how our product differs from the conventional product. This leads to sales.

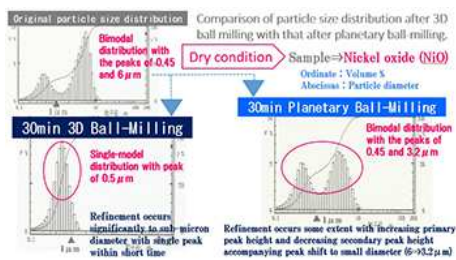
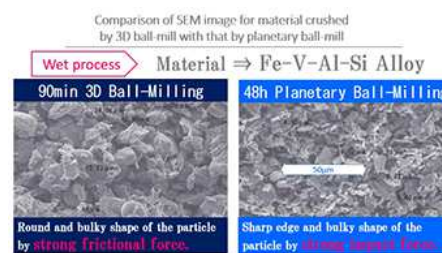


Chart of dry milling particle size



Comparative photograph of wet milling SEMs

## Product introduction

Our patented 3D Ball Mill (3D Reactor) uses high-speed rotation to mill, blend and separate substances in a way that was not hitherto possible. It is particularly suited to nano (dry and wet) milling, blending and separation of organic and inorganic materials to smaller than a millimeter. It is particularly useful for blending substances (organic/inorganic) which vary in specific gravity or viscosity into an even consistency (3D Reactor).

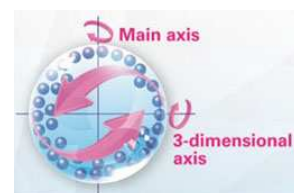


Chart of movement in a container

Recent example of how a 3D Ball Mill (3D Reactor) is used

- Blending, separation of 3D printer modeling materials (blending or separation of ceramics, rubber, etc.)
- Blending or separation of conductive paste and ink for electronics (e.g. blending or separation of metals and plastics of different specific gravity)
- Blending or separation of special printer inks



Medium size 3D Ball Mill (3D Reactor)  
3D-210-D2

See here for previous business matching examples

---

[CONTACT]

Kawasaki International Eco-Tech Fair Executive Committee Secretariat

Kawasaki Frontier Building 10F, 11-2 Ekimae-honcho, Kawasaki-ku, Kawasaki-city, 210-0007, Japan

Tel: +81-44-200-2313 Fax: +81-44-200-3920 E-mail: [28ecotech@city.kawasaki.jp](mailto:28ecotech@city.kawasaki.jp)