

TSUNAMI Newsletter -- May 2009

117th Business Plan Presentations held on May 13, 2009 at Iwasaki Gakuen in Yokohama

1. NABA Corporation <http://www.venture-web.or.jp/naba/> (Japanese)

President (Mr. Yoji Takada) Established in November 1993 Capital stock: 10 million yen

Naba Corporation's business centers around a system for certification of colored carp raised in Niigata Prefecture, which it developed after receiving the first authorization under a program of support for partnership linking agriculture, commerce, and industry instated in fiscal 2008 under the Small and Medium Enterprises Agency. It is working to expand the market and internationalize its business using the system as a tool for branding of traditional local products. Many smaller enterprises and people who run their own business do not know how to use computers and keyboards, and so cannot equip themselves with and apply digital technology and other IT. The system makes it easy for any party to get certification for their own brand, and also enables integrated management of customer and distribution information without going through the Internet.

【Comments】 Colored carp are widely known as veritable works of traditional Japanese art. The most expensive carry prices that run into tens of millions of yen. Up until recently, there was no scheme for issuing documents certifying the place of production and species, as is done for pedigree dogs and cats. There are many connoisseurs of the fish in the West as well, and this certification system will presumably reassure buyers. And for the certifying side, its attraction lies in the ease of operation even by people who are not accustomed to using computers.



Mr. Toyama
(Manager)

2. Trailer-House-Development Co., Ltd. <http://www.trailer-house.co.jp/> (Japanese)

President (Mr. Kunihiko Ohara) Established in February 1991 Capital stock: 10 million yen



Mr. Ohara

Trailer House Development is engaged in the manufacture, import, and sale of trailer houses. It was founded in 1991, but launched its current business in trailer houses in May 2006, when it also changed its name. After hitting 120 million yen in the first year after the change, its sales jumped to 180 million in the second year, and will almost certainly top 400 million this year. This increase is being driven by the many orders it receives for business-use trailer houses and their adoption by enterprises such as Nippon Rent-A-Car. The background factors here include the ruling last year that, if they satisfy certain installation standards, trailer houses are not considered architectural structures under Article 2 of the Building Standards Act, and the company's possession of the know-how and technology about these installation standards.

【Comments】 Recently, trailer houses that can be relocated have begun to appear in all parts of Japan. In the past, they were handled by many trading firms, but were considered buildings under the law, and this made it hard to expand the business. The company president undoubtedly experienced difficulties in those days. Since trailer houses are no longer treated as buildings, there are good prospects for expansion of the business, especially in connection with business use.

3. Welcome Creditline Corp. <http://www.welcomecredit.com/> (Korean)

President (Mr. Son Jong-Joo) Established in October 2002 Capital stock: 1,400 million won

Welcome Credit Line is engaged exclusively in provision of petty loans without collateral or guarantees to customers with an income, mainly corporate employees. It furnishes swift and convenient services to financial consumers who need such petty loans and cannot get them from other legitimate businesses. It operates three loan centers, and also does loan business through the Internet and intermediaries. In the Republic of Korea, the market for unsecured petty loans is rapidly widening, and Welcome Credit Line is the fastest-growing entrants; it now ranks third in the industry (and first among the Korean entrants).

【Comments】 Since its establishment in 2002, the company has posted growth for six consecutive years, and boasts the highest growth rate in its industry. It also has a sterling reputation for its soundness, earning power, and transparency. For further expansion of its business, it is seeking assistance in the funding aspect. Interested parties are requested to contact Ms. Kang, who speaks fluent Japanese, at TNP On The Road.



Mr. Son

4. Japan Thermotech Co., Ltd. <http://www.thermotec.jp/> (Japanese)

President (Mr. Susumu Ninomiya) Established in February 2004 Capital stock: 18 million yen



Mr. Ninomiya

Japan Thermotech is a venture firm taking aim at the development and commercialization of completely new (nano-quenching) heat treatment technology for use of molten alkaline metals (sodium, lithium, etc.) in thermal media for heating and cooling. Molten alkaline metals have a thermal conductivity that is about 100 times as high as that of water. As compared to conventional heat treatment, it offers heating and cooling at an ultra-high speed, and this endows metals with a very fine structure and high degree of strength. In partnership with Yokohama National University and the Kanagawa Industrial Technology Center, the company has discovered the nano-quenching prerequisites for an increase of at least 20 percent in the strength of titanium alloys (used in artificial bones and implants), and is currently pursuing commercialization of the related technology.

【Comments】 In its development of the aforementioned heat treatment technology, the company is drawing on its long years of experience in handling sodium. To reach its goal of commercializing artificial bones and implants made of titanium alloy, it is looking for business partners among processing-based manufacturers of titanium alloy parts and producers of implants and sporting goods. I strongly urge interested firms of this type to give it a call.

This time, we also had a lot of presentations by companies from outside Japan. Companies making presentations at the Tsunami Business Plan Presentation Meeting range over a wide area and come from other countries as well as Japan. The Meeting is by no means limited to firms headquartered in Tokyo or Kanagawa Prefecture. Please contact us if you have one to recommend.

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