

# Entering Japanese Manufacturing and Medical Markets through the Manufacture and Sale of Innovative Measurement Solutions

## Company overview



**Company name** Loccioni Japan K.K.

**Parent company** Loccioni (Italy)

**Timing and location of entry** 2017, Nagoya, Aichi Prefecture

**Manner of entry** Sales and service base

**Other facilities in Japan** Tokyo

### Primary business activities Company strengths

The company provides innovative measurement solutions and related solutions in the fields of mobility, healthcare, environment, and energy. The company is well regarded in the B-to-B world, and its success story was introduced to ministers during a G7 meeting in Italy.



## Background and objectives for market entry

2017

- Measurement solutions manufactured by the company for niche markets in automotive parts development and mass production enjoys an established reputation in European and U.S. manufacturing industries, and the company had already done business with overseas production sites of Japanese companies.
- Its anticancer drug compounding system for medical institutions, which is manufactured and sold in Italy, is a pioneering product that reduces the risk of occupational exposure to pharmaceuticals for healthcare workers, and the company was looking to develop new demand in the Asian market.
- As it prepared to establish a presence in Japan, the company sought support from JETRO and the Greater Nagoya Initiative Center (GNIC) in a process that took about two years.

## Results after entry

- By establishing sales and maintenance bases, the company has expanded transactions involving measurement solutions with multiple automobile manufacturers and auto parts manufacturers in Japan.
- In connection with its anticancer drug compounding system, the company obtained a marketing license under Japan's Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, and its products are beginning to be adopted by Japanese medical institutions, helped in part by the fact that an institution using its equipment was chosen for a visit during the G7 Kurashiki Labour and Employment Ministers' Meeting.
- Its sales area extends beyond the Greater Nagoya region to the Kanto region and western Japan, and it opened a satellite office in Tokyo about three years ago.

## Contributions to Greater Nagoya region

2025

- Since entering Japan, the company has become physically closer to customers in the Greater Nagoya region, where it has been strengthening those relationships. Growing adoption of its measurement solutions is contributing to improved productivity.
- Its anticancer drug compounding system for medical institutions is also helping improve working conditions in healthcare settings, and the company is engaged in collaboration and research with university hospitals and other institutions that have purchased the equipment.

## Future outlook

Future

- In addition to maintaining and expanding its sales share in the automotive industry and medical institutions, which are currently its principal markets in Japan, the company is looking to expand into new business fields such as aerospace and energy. To that end, it will continue interviews and discussions to better understand the needs of a wide range of customers.