

Success Stories: Ideas for Potential Players

MF Manufacturing

Sales / Services



FARO Japan Inc.

A comprehensive manufacturer of portable three-dimensional measurement devices for a diverse range of applications



The company's head office in Meito-ku, Nagoya City

FARO Japan is the Japanese subsidiary of FARO Technologies, which holds a 70% share of the world market in the manufacture and sale of portable three-dimensional measurement devices. FARO Technologies is a U.S. company that mainly supplies products to manufacturers of automobiles, airplanes, and heavy machinery, but its measurement

equipment was also employed in the manufacture of Japan's H2 rocket, which was recently successfully launched.

FARO's move to Japan was prompted by suggestions made during a visit by JETRO long-term specialists to the company's head office in Florida. FARO seriously reviewed the possibility of expansion to Japan in 1997, commencing an FS survey, but abandoned the idea due to risks arising from the country's unfavorable economic situation at the time. The company instead established relationships with Toyota and Nissan through their representatives. Giving further attention to the potential of the Asian region, including Japan, the company decided to establish a base in Japan to promote full-scale business expansion.

FARO considered Tokyo, Osaka and Nagoya as candidates for the location of its Japanese subsidiary. The company operates by demonstrating its products onsite, and given the need to use cars and have good highway access when doing so, it selected Nagoya, midway between Tokyo and Osaka, as the eventual location.

- 2000 FARO establishes Japanese subsidiary in Nagakutecho, Aichi Prefecture.
- 2003 Transfers head office to Meito-ku, Nagoya City.
- 2006 Establishes East Japan customer support center in Kawaguchi City, Saitama Prefecture.



Takashi Isaji, Country Sales Manager



FARO's main products

Making use of JETRO Nagoya's system of offering rent-free office space to foreign companies, FARO went ahead with establishment procedures and the employment of personnel, opening an office in Nagakutecho (Aichi Prefecture), close to Nagoya City, in 2000.

2007 marks the eighth year since the establishment of FARO Japan, and the company has grown to employ 35 people. In November 2003, the company moved its head office, from which it handles domestic operations, support and maintenance, to Meito-ku, Nagoya City.

FARO Japan's sales managers have established bases throughout the country as SOHO, enabling the company to engage in business activities targeting existing and future customers from Hokkaido to Okinawa.

FARO Japan further enhanced its customer support system by opening an East Japan customer support center in Kawaguchi City, Saitama Prefecture, in 2006. The company gives serious consideration to how best to develop its foundation in Japan, and aims to achieve a 100% Japan-based customer service and support system in 2008. It is steadily increasing its product lineup, growing into a comprehensive manufacturer of portable three-dimensional measurement devices for applications ranging from small precision components to medium-sized and extra-large products.

As liquid crystal and plasma displays continue to increase in size, the company has introduced measurement devices for these applications, and is experiencing dramatic increases in business results. Since its establishment, FARO Japan has recorded sales increases of between 10% and 20% every year.

Foreign companies seeking to enter the Japanese market tend to choose a major city such as Tokyo as their location, but, depending on the nature of the enterprise, numerous regional cities can also be appealing.

IT has closed the information gap, and there is no longer a pressing necessity for a company to locate its head office in Tokyo. Regional cities possess a vast array of merits, in addition to offering lower costs than Tokyo.

In 2005, FARO Technologies established its Asia-Pacific headquarters in Singapore, and supplies products for the region from its manufacturing and assembly plant. Country Sales Manager Takashi Isaji: "True to our slogan, The Measure of Success, we want to continue our evolution as a company that puts its customers first, never failing to provide rapid responses. We want to succeed together with our customers."

Japanese Operation

- Established :** August 2000
- Employees :** 35
- Business :** Sales and support service of computer aided portable measurement systems and software
- Location :** 1401 Wakabadai, Meito-ku, Nagoya City, Aichi 465-0015 Japan
- URL :** <http://www.faro.com/japan.aspx>
- Parent company :** FARO Technologies, Inc. (Lake Mary, U.S.)

