

Success Stories: Ideas for Potential Players

MF Manufacturing

Sales / Services



ANCA Pty Ltd

Tool and Cutter Grinder Manufacturer Carving Out New Markets



ANCA maintains its headquarters in Melbourne, Australia.

ANCA Pty Ltd is a developer and manufacturer of tool and cutter grinders. The company markets and sells its machines—which are used in the high-precision grinding of cutting tools and other complex components used in a variety of industries—in North America, Europe, and Asia. In 1974 two engineers, Mr. Pat Boland and Mr. Pat McCluskey, established ANCA as a venture company in the suburbs of Melbourne, Australia. The firm’s innovative tool and cutter grinders rely on CNC, or computer numerical control, allowing for easy computerized use. Their high precision and versatility are prized by clients like Boeing, Caterpillar, DaimlerChrysler,

General Electric, Rolls-Royce, Samsung, and Volvo. The company has grown to become one of Australia’s leading international firms.

With subsidiaries in Germany, the United Kingdom, the United States, and other major countries, ANCA currently has a strong presence in Europe and North America. Its activities in Japan and the Asia-Pacific region, however, were until recently supervised primarily from the head office in Melbourne. This changed when ANCA set up a branch in China in 2004 and then established a Japanese office in Owariasahi City, Aichi Prefecture, in March 2006. According to Japan Office Representative and Technical Sales/Application Manager Tomoaki Fukuda, “China and Japan are our most important and promising bases in the Asia-Pacific region.”

In recent years, Japanese client needs have grown more sophisticated and diverse, and manufacturers of machinery including tool and cutter grinders have been pressed to improve the precision of their products. ANCA’s technological development capabilities allow it to meet these demands with versatile machines suitable for regrounding and other tasks. It also possesses the advanced, specialized knowledge required to create and alter machine programming to match clients’ orders.

- 1974 ANCA Pty Ltd established in Melbourne, Australia
- 1989 ANCA Inc. established in the United States
- 2000 ANCA sells its 1,000th CNC tool and cutter grinder
- 2004 ANCA Machine Tool Co. Ltd. established in China
- 2006 Japan office opened in Aichi Prefecture



Japan Office Representative Tomoaki Fukuda sees Japan as an important base for ANCA’s operations in Asia.

ANCA relies on a Japanese trading company to import, sell, and provide maintenance for its products in Japan. However, this has led to an unmet gap in customer needs for high-level application support. "We were always sending a technician from the head office in Mel-



ANCA's cutting-edge products, such as the TX7+ CNC tool grinder, are in demand among major manufacturers around the world.

bourne to conduct training or product demonstrations," says Mr. Fukuda. ANCA decided to establish a base for its Japanese operations and to station experienced technicians in Japan so it could more swiftly respond to clients' needs and improve customer satisfaction. "Japanese clients require high technological standards, and meeting their strict demands keeps us sharp," notes Mr. Fukuda. As ANCA builds up its business in Japan, the company as a whole benefits from the improvements made in technological development and customer satisfaction.

The company consulted with the JETRO Melbourne office and decided to make use of JETRO's assistance scheme. "JETRO offers a very complete package of support for establishing a company in Japan," says Mr. Fukuda. In addition, the benefits offered through the Greater Nagoya Initiative—an effort jointly sponsored by JETRO and the Ministry of Economy, Trade, and Industry to bring businesses to the city of Nagoya and the surrounding prefectures of Aichi, Gifu, and Mie—appealed to ANCA as it considered possible sites for its Japan office. Mr. Fukuda adds, "Cooperation with the JETRO office in Nagoya went very smoothly, and they have been most thorough and kind in all they've done for us."

The company chose Aichi Prefecture as the location for its Japan office because of the strategic location. Mr. Fukuda explains, "As the base of operations for one of the world's largest automobile manufacturers, the Nagoya area is home to a number of parts manufacturers that use technologically advanced metal molds, and many of our clients are located here. And since we have customers all over the country, Nagoya's location in central Japan makes it easy to attend to all of them in a timely manner."

ANCA is continuing to rely on the Japanese trading firm to handle sales. The Australian company's Japan office will complement this by focusing on pre- and post-sales application support to meet each customer's needs. Last year the firm sold 20 machines in Japan, and its goal for the current fiscal year is to increase that number by 30%. "Although one machine can cost more than ¥50 million, recently we've seen an increase in the number of inquiries from small and medium-sized operations," Mr. Fukuda reports. "There's quite a lot of information being exchanged among these smaller machine tool makers through union organizations and the like, and awareness of our company's brand is slowly spreading via word of mouth."

Looking to the future, ANCA is considering applying its expertise in CNC tool and cutter grinding in new areas, such as the development of artificial human joints. In addition to addressing growing needs in the medical field, ANCA plans to aggressively pursue new markets throughout Japan.

Japanese Operation

- Established :** March 2006
- Capital :** None (representative office)
- Employees :** 2
- Business :** Sales and technical support for CNC tool and cutter grinders
- Location :** 3-60-1 Sakuragaoka, Owariasahi-shi, Aichi Prefecture
- URL :** <http://www.anca.com/>
- Parent company :** ANCA Pty Ltd (Melbourne, Australia; employees: 305)

