

Dyaco Japan

Taiwanese fitness equipment manufacturer Dyaco International Inc. establishes Japanese subsidiary, taking advantage of the country's growing health awareness trend

In September 2012, Taiwan-based Dyaco International Inc. established Dyaco Japan in Tokyo.



Taiwan factory (Taichung, Taiwan)

Dyaco International Inc., based in Taipei, Taiwan, is one of the world's leading fitness equipment manufacturers. The company entered the fitness equipment business in 1990 and currently offers an expanding lineup including fitness bikes, treadmills, and elliptical trainers.

Since its founding, the company has actively sought markets overseas by establishing sales networks to meet growing sales in North America, Latin America, Europe and Asia. With the establishment of its Japanese subsidiary, the company seeks to boost its brand awareness in the Japanese market as well.

Mr. Manabu Shimizu, sales manager of Dyaco Japan, believes that the strength of Dyaco International Inc. lies in its capability to develop user-friendly products which

satisfy aesthetics at competitive costs.

The company has manufacturing bases in Taiwan and China. It is developing and improving products through intensive efforts that include a technical center at its Taiwan factory to ensure customer requests quickly reach the factory. Priority is also placed on quality and safety as indicated by its ISO 9001 certification obtained in 2008.

Attention toward balancing quality and cost competitiveness through economies of scale is key to holding down the company's manufacturing cost per unit. The net result is that its equipment has earned a good reputation, winning several awards and recognition such as the Taiwan Excellence Award from the Taiwan External Trade Development Council (TAITRA).



Assembly lines in the Taiwan factory

Reason for Japan expansion

Mr. Shimizu notes that growth in the Japanese fitness equipment market was influential in the company's decision to enter

Japan.

He notes further that the number of customers in this market is growing. Besides traditional large fitness gyms, small and middle-sized gyms have proliferated. Hotels, high-end condominiums, schools and other non-traditional or gym-like facilities are also installing fitness rooms to solicit new customers. "Generally speaking, this segment of the market is interested in durable commercial equipment, but is also keen to keep costs down," according to Mr. Shimizu. The company wants to accommodate these needs to increase sales on the back of its high quality products and cost competitiveness.

Further incentive to enter the Japanese market came from the rapidly growing mail order business, especially that online. The company has had great success in this area in the US. With the establishment of its Japanese subsidiary, the company plans to set up a mail-order sales system and also to gradually expand its sales structure including after-sales service networks.

JETRO's support

In setting up the subsidiary, JETRO provided Dyaco with a range of support such as preparing information on the Japanese fitness club market, introducing suppliers of office property and OA equipment, consultation for establishing a Japanese business base including on company registration and visa application as well as offering temporary office space.

The company's representative director, Ms. Chie Hamasuna, said that, "Establishing a company in Japan requires going through several complicated procedures. JETRO gave us timely support during each process. When reporting to headquarters, we sometimes find it difficult to get them to understand the local situation. We were able to enjoy smooth, trouble-free communication with headquarters because JETRO provided us with information that allowed us to proceed with confidence. We greatly appreciate the comprehensive support we received from JETRO."

(January 2013)



Dyaco fitness bike

Corporate history

- 1989 Dyaco International Inc. established
- 1994 Established its customer service center in the US
- 2008 Obtained ISO9001 certification
Established subsidiary in the US
- 2009 Partnered up with UK subsidiary to explore opportunities across European markets
- 2010 Established Dyaco Trading Inc. in China
- 2011 Awarded the Taiwan Excellence Award
- 2012 Established Japanese subsidiary in Tokyo

Dyaco Japan

- Establishment: September 2012
- Business overview: Export, import and sales of fitness equipment and sports gear
- Location: Nishi-Kasai 6-16-7-501, Edogawa-ku, Tokyo, Japan
- Parent Company: Dyaco International Inc.
- URL: <http://www.dyaco.com/index.html>
<http://www.dyacojapan.co.jp/> (Japanese Only)