

Warm Welcome

TRANSNIPPON 

Why TransNippon?

- *Are you looking to procure high quality engineering products made in Japan at competitive costs?*
- *Do you require high-end used Japanese machinery for your manufacturing or processing units?*

IF YES

Look no further than TransNippon, a dynamic and innovative trading company that provides complete solutions for your sourcing requirements of engineering products and machinery from the Japanese market.

TransNippon – The Genesis

- We, TransNippon Trading, are a relatively young trading company with focus on supply of high quality Japanese engineering products and machinery to countries around the world.
- Small and Medium Enterprises (SMEs) across the world depend on Japanese products and machinery for their business operations. However, SMEs face several challenges in terms of identifying the right products, suppliers and completing negotiations. Often, buyers have to confront language and socio-cultural issues that come in the way of closing purchase transactions.
- With the prime objective of providing a seamless supply chain for customers intending to buy engineering products from Japan, TransNippon was established as a trading company based out of Tokyo in Japan. Our office is strategically located in a central district of Tokyo, enabling us to reach out to our suppliers and vendors throughout Japan.

What do we offer?

- We offer to source and supply a wide range of quality engineering products made in Japan to SMEs operating in various countries .
- Within a short time span, we have proved our credentials by exporting high quality and reliable LED lighting products from Japan to customers in India. The products supplied by us have been accepted by discerning customers and we are in the process of expanding our customer base.
- Soon, we will be adding solar panels and other engineering products to our product portfolio.
- Our mission is to establish a unique, quality driven and reliable bidirectional supply chain from and to Japan that will benefit Small and Medium Enterprises, industries and commercial establishments throughout the world.

Products that we supply: Balancing Quality and Cost

LED Lighting Products

- Japan is among the global market leaders in manufacture and supply of LED Chips and lighting products.
- The global LED market is growing and LED lights are gradually replacing the traditional fluorescent lights.
- Trans Nippon supplies residential, commercial and industrial lighting products in addition to renowned Japanese LED chips.
- Presently, we supply LED based lighting products to the Indian market. We will commence supply of various other products such as solar panels, high end machinery and other engineering products.
- In addition to the Indian market, Trans Nippon is also targeting products to the Gulf Cooperation Council (GCC) and African countries.

LED LIGHTING PRODUCTS



Products that we supply: Balancing Quality and Cost

High End Machinery

- Japanese tax laws provide for Accelerated Depreciation for newly purchased machinery used in Japanese industries, subject to fulfilment of certain conditions. This provides the opportunity to SMEs to source used machinery of high quality and long balance life period, at very competitive costs. SMEs can also benefit from the drastic reduction in lead time for sourcing the machinery.
- TransNippon offers to identify used machinery available for sale from Japanese industries for export to SMEs in India and other countries. Based on customer requirements, TransNippon will provide the entire range of services to source and supply used machinery eligible for Accelerated Depreciation.

HIGH END MACHINERY



Services

Long term value to customers

TransNippon provides several value added services to its customers wishing to source products from Japan. Also, we provide support to SMEs in India and other countries to market their products to Japanese companies. In this context, we offer the following services:

For customers in need of Japanese products:

- Sourcing of products – providing end to end services
 - **Identify high end Japanese machinery eligible for accelerated depreciation**
- Facilitate techno-commercial negotiations with suppliers
- **Assist customers in identifying options for “after-sales service”**
- Support in compliance with applicable local regulations
- Assist customers to complete the procurement activities such as shipping, financing etc

Services

For customers intending to export products to Japan

- Introduction of products and services to Japanese companies
- Identification of consultants for demand assessment and other studies
- Market promotion activities
- Development of marketing tools such as brochures, website, and product manuals etc in English as well as Japanese language
- Pilot marketing in Japanese markets
- Assistance to set up Representative / Liaison Office in Japan
- Facilitate strategic business alliances
- Support in securing government clearances and permits

We offer the right expertise

- Our founder has over 20 years of successful experience in working for various industries in the areas of engineering services, quality management, commercial and business development. With his vast experience in sourcing and marketing of engineering products from Japan, he has built a strong and wide network of reliable suppliers in Japan. Further, TransNippon is registered with several business associations in Japan, thus having direct access to suppliers of international repute.
- The team at TransNippon is dynamic, qualified and experienced in the relevant markets. Team members are proficient in both English and Japanese languages. Further, the team members are sensitive to the Japanese culture, an essential pre-requisite for doing long term business with Japanese companies.
- Trans Nippon is thus well positioned to source and supply a wide range of products to suit our customers' requirements.

TransNippon - Value Proposition

- **We provide solutions, not just products.** Our main aim is to provide practical and effective solutions to customers. Before making an offer, our team will strive to understand your complete requirements and expectations. We will suggest suitable options in terms of the range of products that will suit your needs and provide with you the necessary information on technical specifications, usage, reliability etc. In essence, we will support you in every possible manner right from the inquiry stage to enable you to arrive at the best decision.
- **Sourcing ability.** We are a one-stop-shop for a wide range of engineering and industrial goods. We bring together suppliers and customers to ensure seamless international trade that benefits both buyers and sellers. With our network of suppliers, we have the ability to source products in a short time. The ability to source products from multiple suppliers provides our customers the opportunity to plan and time their procurement process in line with their production schedules.

TransNippon - Value Proposition

- **High quality products at affordable cost.** With increasing competition, industries are driven by the need to keep cost of materials under control to ensure profitability. However, we do realize that while cost is important, it is vital that customers do not lose out on quality, which will lead to frequent failures and downtime. Our network of suppliers, hands-on-experience of our team members and physical presence in the heart of Japanese markets enable us to supply products of the desired quality at competitive costs.
- **Market knowledge.** Our core team has intimate knowledge of both the supply and demand side markets. For instance, our founder has considerable experience in Japanese and Indian as well as other Asian markets. We are uniquely positioned to identify the best sources of Japanese products for customers in different segments.

TransNippon - Value Proposition

- **Wide supplier base.** Our association and integration with various business networks in Japan allow us access to a wide supplier base, thereby providing our clients numerous options to choose from. Our partner companies have facilitated further expansion of our supplier network and we are in a capacity to source and supply any value added engineering product from Japan with good quality and at the most competitive prices.

The future:

- It is our strong conviction that providing effective solutions to customers is vital for our growth. Our trading philosophy and services are based on the “win-win” principle. We shall foster long term relationships with customers by consistently enabling them to achieve their business objectives.
- We plan to add a wide range of products and value added services to our basket, which will benefit customers spread over several countries. Our goal is to become the most preferred supplier of a wide range of products to SMEs in India, Gulf Cooperation Council (GCC) and African countries.

Contact Us

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