

Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

Chicago Powdered Metal Products Opens Nagoya Office

The City of Big Shoulders has long been renowned for its hardworking and industrious people, so perhaps it was only natural for **Chicago Powdered Metal Products Co.** to be drawn to a region with a similar reputation when seeking to grow its business by opening an office in Japan.



In an August 6th press conference held at JETRO Nagoya, Chicago Powdered Metal Vice President Mike Miller announced the opening of the Nagoya branch office, from which the company will carry out business with Japan's leading automakers.

Family owned and operated Chicago Powdered Metal has been an innovator in metallurgy for nearly 60 years, and the company's sales reached \$35 million in 2005. From its 200-thousand square foot factory in the Chicago suburb of Schiller Park, Chicago Powdered Metal supplies the world's leading automobile manufacturers with vital components for their latest and future models. The company's 1650-ton molding press is the largest of its kind and enables high-volume production of ultra-strong components for car engines, transmissions and other applications. Chicago Powdered Metal is also a pioneer in the field of warm compaction, which enables the creation of parts with complex features. It is due in large part to Chicago Powdered Metal's sturdy car parts that automobile companies are able to offer longer warranties than ever before to meet the expectations of increasingly demanding customers.

From its new address in central Nagoya's Nakamura district, Chicago Powdered Metal Products Co. will offer technological support to all of their Japanese customers, including Aichi-based Toyota Motors and other major Japanese automakers and tier-one suppliers.

"We expect and have already heard from our customers that the addition of the

Japan office in Nagoya is a welcome 'next step' to our growth with the Japanese manufacturers," said Chicago Powdered Metal Sales Manager Max Rumbaugh.

Upcoming Industry Events in Aichi

Industry events being held in Nagoya over the next several months will present opportunities for North American companies to gain exposure in Japan and explore potential partnerships with Central Japan-based firms. The Greater Nagoya Initiative will offer generous assistance to qualifying companies wishing to participate in the events as exhibitors or to engage with local firms in business matching activities.

Exhibition of Environmentally Friendly Automotive Industry Technologies

September 7th-9th
<http://www.nagoya-trade-expo.jp/car/en>

The exhibition will demonstrate and bolster automotive innovations with the potential to contribute to the industry's efforts to minimize its impact on the environment. The exhibition aims to stimulate demand for fuel-efficient and low-emission cars and expand the market for related products.



Robot Business Forum

September 11th and 12th

Central Japan-based manufacturers that employ robotics technology and start-up robotics and related firms will participate in this event being held to kick off the region's drive to establish a thriving robotics cluster.

Messe Nagoya 2007

September 27th-30th
www.messenagoya.jp/english/

With its theme "Safety, Security and Comfort," the second annual Messe Nagoya 2007 trade fair aims to bring attention to small- and medium-sized

companies working to achieve greater safety in industry and society as a whole. Business matching activities surrounding the event will provide a chance to build partnerships with local firms. Companies with technology that can benefit industry efforts to meet demanding safety standards are encouraged to take part.



Mechatronics Technology Japan 2007

October 17th-October 20th
<http://mect2007.com/en/>

The field of mechatronics has gained a great deal of attention in Central Japan, the country's industrial heartland. This four-day event is an unprecedented opportunity for related companies to gain exposure in one of the world's most important manufacturing regions.

ITS World in Aichi

November 22nd-25th
<http://www.chukei-news.co.jp/itsworld2007-e/>

Companies looking to gain a foothold in the Intelligent Transportation Systems (ITS) world in Japan are invited to attend and exhibit at this event, which will focus on probe and telematics technology. Held in concurrence with the 15th Nagoya Motor Show, ITS World is sure to draw large crowds of automotive industry professionals.



North American companies that are interested in attending any of these events or taking part in their surrounding business matching activities can contact the Aichi Prefectural Government San Francisco Office for more information.

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