

Table 22

Top Domestic Shrink Packaging Machinery Makers — 1988

Company	Share
Hitachi Zosen Trade/Manufacturers	14
Kyoto Seisakusho Company Limited	10.4
Fuji Packaging Machinery	9.5
Honshu Paper	8
O-M Limited	4.2
Others	53.9
Total	100

Source: Yanno Economic Research.

Canning machinery. In 1988, there were approximately 20 domestic manufacturers with a combined production value estimated at ¥6 176 million. Of these, the top three accounted for 82 per cent of total production (see Table 23). Other manufacturers include Dai-Ichi Giken, Fukao Tekkosho, Goho Kogyo, Hitachi Zosen and Hashimoto Kanzume Kenkyusho.

Table 23

Top Domestic Canning Machinery Makers — 1988

Company	Share
Toyo Food Equipment	46.4
Honma Iron Works	30.4
Shin Nippon Koki	5.4
Others	17.8
Total	100

Source: Yanno Economic Research.

Bottle filling machines. There are approximately 40 bottle filling manufacturers in Japan, the top three of which accounted for 74 per cent of the market in 1988 (see Table 24). Other major manufacturers include Nakadate Kogyo, Shin Osaka Zosen, Jukao Tekkosho, Kujiwara Joki Sangyo and Chubu Kikai Seisakusho.

Table 24

Top Domestic Bottle Filling Machinery Makers — 1988

Company	Share
Shibuya Kogyo Company Limited	40
Mitsubishi Heavy Industries	24.2
Hitachi Zosen Trade/Manufacturers	10.1
Others	25.7
Total	100

Source: Yanno Economic Research.

Leading Importers

The major importers and the products they handle are listed in Table 25. The information was extracted from the directory *Japan as a Machinery Market*, published by the Japan Importers' Association.

A list of manufacturers, importers-distributors and sogo shosha is presented in Chapter 7, "Companies and Associations." Further information on these and other companies can be obtained from the Canadian offices of the Japan External Trade Organization (JETRO).

6 Approaching the Market

Compared to European and American equipment, Canadian packaging machines have no strong presence or established reputation in Japan. Successful penetration of this market requires two basic elements: the right type of machine and the right partner. Machinery that gains early market entry, promises unique features and is cost competitive also stands a good chance of success.

Canadian manufacturers should concentrate their efforts on machines that are unavailable in Japan or on those that are faster, more durable or less expensive than their domestic counterparts.

A preliminary and somewhat subjective ranking of opportunities for Canadian suppliers reveals that sales prospects are good for custom-designed equipment, average for case packing and cartoning and filling machines, especially in the pharmaceutical industry, and fair for printing and labelling machines.