

ENVIRONMENTAL DISPOSAL CONCEPTS INC.

The Japanese market is different than the North American market because potential distributors and importers as well as consumers are more demanding than their North American counterparts. For example, they need to know more detail about the product before they can start to do business and everything must be spelt out clear and concise.

These are the thoughts of Dana Emmerson of Environmental Disposal Concepts, a company based in Nova Scotia that produces a unit that crushes fluorescent lights. "The environmental and production standards in Japan are completely different than they are in North America," said Emmerson. "The tube crushing unit had to go through some cosmetic changes before it could be sold in Japan."

Mr. Emmerson became interested in Japan after being recommended to JETRO by the Nova Scotia Government's Department of the Environment. Then JETRO met with Emmerson and invited him to participate on the Export to Japan Study Program in 1999. Through this program he was able to go to Japan to meet with potential partners and, as a result, was able to sign a contract with a Japanese distributor.

"Our product is a portable fluorescent light crushing unit," said Emmerson. "The device takes burnt out fluorescent lights and crushes them into an easy to dispose of substance. It also has an active system that filters out the mercury from the tube."

Emmerson has found that there are a number of ways that will make life easier when trading with Japan. "They are what I call the three P's," said Emmerson, "persistence, patience, and punctuality. If you follow these rules you should be able to find success when dealing with Japan. An emphasis must be especially put on being punctual. When you are dealing with a client that is half a world away, it is very important to let them know that you've received their correspondence within a reasonable timeframe."

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Established:
1995

Employees:
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Annual Sales:
n/a

Export Sales to Japan:
15%

Products:
Fluorescent Light
Tube Crushing Unit

JETRO Services:
Export to Japan
Study Program (EJSP)