

JETRO Buyers Program facilitates first successful installation of Japanese technology in Canada

September 2015

Osaka, Japan based environmental technology company Fujiwara Industries Co Ltd. recently successfully installed the first unit of its wastewater treatment technologies in Toronto, Ontario, through the help of its exclusive Canadian distributor – Milton, Ontario based Directrik Inc.

This successful installation of Fujiwara's innovative Fuji-float automatic scum removal system at Toronto's Ashbridges Bay Wastewater Treatment Plant marks the Japanese company's first installation outside of Asia, following over 4,500 units of this scum skimmer system previously delivered throughout Japan, China, Taiwan and Malaysia. This market access breakthrough for Fujiwara is the result, in large part due to its collaborative efforts put forth together with its exclusive Canadian sales representative Directrik, along with JETRO's continued initiatives to foster the companies' dialogue along the way.

Directrik made initial contact with Fujiwara at the WEFTEC trade show in New Orleans in 2012, where the Japanese company was exhibiting its line-up of wastewater treatment technologies within a JETRO-organized pavilion. Subsequently, Directrik President Mr. Sam Directo was invited as a participant to JETRO's Environmental and Wastewater Buyers Programs in 2013 and 2014, where he, in addition to having the opportunity to meet various other Japanese suppliers of innovative Japanese green technology, met with Fujiwara's President Mr. Michihiro Fujiwara to further discuss plans and strategy to introduce Fujiwara's wastewater treatment technology to facilities in Canada. Pre-arranged meetings between the companies at JETRO events, as well as at Fujiwara's headquarters in Osaka were instrumental to progressing negotiations and finalizing details.

A formal purchase order was placed by Directrik on behalf of the City of Toronto as part of the Ashbridges Bay Wastewater Treatment Plant Final Tank Renewal Project in May 2014. Representatives from Fujiwara traveled to Toronto to supervise the official installation of the unit on-site in August 2015. Early feedback to JETRO Toronto office from Mr. Directo regarding the performance of the new system has been positive.



Installation in progress of Fujiwara Fuji-float scum removal system at Ashbridges Bay Wastewater Treatment Plant (Toronto, August 2015)



Fujiwara Fuji-float scum removal system in use at Ashbridges Bay Wastewater Treatment Plant (Toronto, August 2015)

With its first successful installation, Fujiwara looks to continue developing opportunities for its product line in Ontario and Canada through the networks of Directrik. The next technology Fujiwara is focused on bringing to Canada is its Monorail-type Sludge Collector – an inventive system which both Directrik and Fujiwara believe will find success in Canadian wastewater treatment plants.

JETRO Toronto, September 2015

Company Information:

Fujiwara Industries Co., Ltd.

1-4-5 Sakaigawa, Nishi-Ku, Osaka, 550-0024, Japan

Tel: +81-6-6586-3388; Fax: +81-6-6586-1177

URL: <http://www.fj-i.co.jp/English/index.htm>

Business: Planning, designing, manufacturing and installation of environmental technology

Directrik Inc.

405 Industrial Drive, Unit 18 Milton, ON L9T 5B1

Tel: (905) 565-9606; Fax: (905) 565-1358

URL: <http://www.directrik.com/>

Business: Service provider and distributor of technologies used in water, wastewater and industrial fields