



Business case from The Trade Council in Tokyo

DYKON's export to Japan accelerates as the company signs on new distributors

Danish furniture and interior brands have been in high demand in Japan for many decades, and one company that is currently reaping the economic benefits from their continued focus and commitment to the Japanese market is DYKON A/S. The company recently entered into agreement with three new Japanese distributors that gives DYKON access to new retail stores in major cities in Japan and helps solidify its position in Japan.

Assessing the Japanese market and identifying new potential partners to achieve growth

Having had a long-standing relationship with the Embassy, DYKON sought assistance from its lifestyle and retail advisor, Miho Yoshimoto, to assess the Japanese consumer market to identify the right potential partner companies in each targeted segment that would provide with DYKON new growth opportunities.

Market intelligence on the overall market, hearing to the key potential partner companies, led to a commercial project that helped DYKON with the partner identification. The embassy also assisted DYKON during their participation for the Interior Life Style show, the largest interior exhibition held in Tokyo every June, where DYKON has been continuously participating over the last 5 years. The embassy helped establishing the initial contact with potential partner companies in each targeted segment, and assisted with as well as facilitated the meetings that led to DYKON entering the new partnership agreements with partners in different segments in the retail business, i.e. furniture store, department store and supermarket, helping the company to make business growth in Japan.

Kenneth, Export Manager at Dykon, says: *"We are really thrilled about the co-operation with the Danish Embassy - and we consider today Japan as one of our most important markets. However it is not an easy task - and you need to know the business structure. With this in mind we are happy to say that the success for Dykon A/S would not have been possible without the help and support from the Danish Embassy."*

About DYKON

DYKON is a leading Danish manufacture of duvets and pillows with down and feathers. www.dykon.dk The company has produced high quality duvet products for more than 70 years and has through this period acquired a unique level of experience in manufacturing down and feather duvets. The experience DYKON have gathered has helped the company become one of the largest duvet manufacturing companies in Northern Europe. The products are exported to over 60 nations around the world. DYKON furthermore has developed a "Sleep Lab" in their factory as one of their investments for innovation and for further growth in the future.

<https://dykon.dk/en/sleep-lab/>

DYKON got subsidies from the GROW export scheme. Read more about GROW here: <https://indberet.virk.dk/myndigheder/stat/TC/Eksportstart>

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