

## Dongil Rubber Belt Japan Co., Ltd.

Dongil Rubber Belt Japan Co., Ltd. is a Japanese arm of Dongil Rubber Belt Co., Ltd., headquartered in Busan, South Korea. The company commands the largest share of the market of power transmission belts. As a facilitator connecting South Korea with Japan, it is conducting business in Kyushu, taking advantage of its geographical location.



Power transmission belts

Company Profile	
● Representative Director	Kyoung-Taek, Seoul
● Location	7F, CR Hakata Bldg., 1-8-6 Hakataeki Minami, Hakata-ku, Fukuoka City
● TEL	+81-92-481-7303
● Established	Opened in 2005, incorporated in August 2008
● Parent Company	Dongil Rubber Belt Co., Ltd. (South Korea)
● Number of employees	4
● Description of business	Manufacture and sale of industrial rubber products, including power transmission belts and conveyor belts and systems

### Reasons for Starting Business in Kyushu



- Geographical proximity, good accessibility
  - The primary reason for us to select Fukuoka in 2005, when we opened our office, was that Fukuoka is closest to Busan Metropolitan City, South Korea, where the headquarters of Dongil Rubber Belt Co., Ltd. is located. Although our customers are spread throughout Japan, we judged access to Tokyo or Osaka from Fukuoka to be easy.
- Appropriate market size
  - We judged that when making inroads into the Japanese market, the market size of Tokyo and Osaka was too large. Taking our company scale into consideration, we judged that the market size of the Kyushu region was appropriate. During the three years from the opening of an office to incorporation, in-depth market surveys were conducted. Also, taking consideration the survey results and the fact that Kyushu is home to promising industries, including the automobile industry, the environmental industry and biotechnology industry, we concluded Fukuoka to be the best place to open our office. The market size of Kyushu is also appropriate for test marketing.

### Business Conditions

- Dongil Rubber Belt Co., Ltd. manufactures various industrial rubber products, including power transmission belts, conveyor belts and systems, automobile sealing products, rubber tracks (crawlers) and undercarriage systems, construction materials, seismic isolation and vibration control systems. The company commands the largest share of the market of power transmission belts in South Korea. It has five plants in four countries: South Korea, Vietnam, China and Slovakia and has 13 offices in seven countries: South Korea, Vietnam, China, Slovakia, Japan (Fukuoka), the U.S. and Indonesia. Our customers in South Korea include Hyundai Motor Company, Kia Motors Company and GM Daewoo Auto & Technology Company.
- In Japan, we do business with about ten companies. In Kyushu, we are trying to expand our business by cooperating with Korea Trade-Investment promotion Agency (KOTRA). Since the standard of safety and quality required by Japanese automobile manufacturers is said to be higher, we are working on selection of the products to be introduced and improvement of our brand image.

### Future Prospects

- Increasing in name recognition in Japan
  - We will try to extend the market by increasing name recognition and establishing our brand image in Japan.
- Seeking collaboration with companies in the Kyushu region
  - We will consider collaboration so as to supplement each other with companies in the Kyushu region, including starting overseas operations by joint capital and through joint research and development.

Conveyor belt



Rubber roller & Shoe pad

