

GreatStar Japan

Introducing Overseas ICT Technologies and Supporting DX for the Domestic Construction Industry

GreatStar Japan Co., Ltd. was established as the Japanese subsidiary of Hangzhou GreatStar Industrial Co., Ltd., a major tool manufacturer in Zhejiang Province, China. The parent company, boasting the largest business scale for tools in Asia, has listed its tool and forklift businesses on the Shanghai Stock Exchange, and operates production facilities in China and neighboring countries, providing a wide range of tools through the supply of OEM products. In addition to tools, GreatStar Japan imports and sells foreign-made surveying instruments, machine guidance systems, and other products, developing a business strategy tailored specifically to the Japanese market from its base in Yokohama.



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Machine guidance system iDig



High-precision triaxial tilt sensors

Machine guidance systems for hydraulic excavators are popular

Hangzhou GreatStar Industrial is actively pursuing M&A globally, however, GreatStar Japan was established from scratch. We have three main businesses: tools, machine guidance systems for heavy machinery, and surveying systems. We are a trading company that handles imported products from China and European countries. While the tool market is dominated by domestic manufacturers, machine guidance systems and surveying instruments are in a niche market where we provide advanced products from overseas.

Among our popular products is the machine guidance system iDig, developed by a French company. This is a navigation system for excavation with hydraulic excavators, which enables tasks previously performed by two people to be completed by a single operator. It achieves labor reduction while enhancing safety, and supports worksites facing labor shortages. The standout feature is a wireless sensor that can be retrofitted without any wiring. It is primarily used by the small and medium-sized civil engineering and construction industry.

Proposing solutions for labor reduction and safety assurance

The Japanese construction industry faces challenges with DX (digital transformation) and labor-saving efforts. The industry is also under pressure to address issues such as the aging workforce and the “2024 Problem” being driven by workstyle reforms and stricter regulations on overtime work. The government is also promoting “i-Construction 2.0,” an initiative aimed at improving construction system productivity through the use of ICT (information and communication technology).

However, the progress of DX varies depending on the mindset of business leaders. Even among small companies, there are many examples where DX has advanced significantly. We attend exhibitions about five times a year and work closely with dealers to convey

messages like ICT is not difficult with iDig and it enables labor reduction and ensures safety.

Remote monitoring system used for disaster prevention

Much of the infrastructure in Japan, such as roads, bridges, and tunnels, is aging, making maintenance measures an urgent priority. As a result, remote monitoring is being actively promoted.

These technologies are also gaining attention from the perspective of disaster prevention. While in Japan, monitoring is mostly limited to short-term periods, in Europe, medium- to long-term monitoring is being carried out. The high-precision triaxial tilt sensor in our product range detects terrain inclinations, uploads measurement data to the cloud, and provides a monitoring system where those in charge can access the data anytime from anywhere. Even in the area affected by the Noto Peninsula earthquake in January 2024, these tiltmeters are in operation. Due to a landslide in the vicinity, we are monitoring for any displacement while construction is being carried out near a school that is in session. If there is significant movement, an email is automatically sent to government agencies and relevant parties.

Aiming to contribute to improving the competitiveness of Japanese companies

Although we are in a niche industry, our personnel familiar with the market aim to propose innovative overseas products at low costs. We are also focusing on providing certificates that comply with regulations, registering with NETIS, and creating manuals in Japanese for the benefit of our users.

Seen as an international city with a favorable location, Yokohama was chosen for the establishment of GreatStar Japan. Office costs are more affordable compared to Tokyo, and we also find it easier to recruit talented personnel here.

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