

Japan India Business Bureau steps up cross-border push at Electronica India 2026

From conversations to concrete partnerships, JIBB positions itself as a bridge between Japanese technology and India's growing manufacturing ecosystem



Greater Noida, Uttar Pradesh Apr 26, 2026 ([Issuewire.com](https://www.issuewire.com)) - The Japan India Business Bureau (JIBB) made a focused and hands-on showing at Electronica India 2026 at India Expo Mart, underlining its growing role as a connector between Japanese innovation and India's fast-expanding electronics and manufacturing landscape.

Over the three-day event, JIBB engaged with a wide spectrum of stakeholders, from established industry players to startups and policy-linked institutions. The conversations were not just exploratory but grounded in real business intent — understanding where the Indian market is headed, what Japanese companies are looking for, and how the two can meet halfway.

With interest from Japanese firms in India steadily rising, JIBB positioned itself as more than just a facilitator. The team actively drove discussions around market entry, partnerships, and expansion strategies, helping both sides move from broad interest to more structured thinking. Several interactions

evolved organically, with informal exchanges often proving just as valuable as scheduled meetings in shaping potential collaborations.

A notable part of JIBB's presence was its support to Toho Koki Seisakusho as a marketing and on-ground partner. By strengthening the company's visibility and enabling the right introductions, JIBB demonstrated how targeted support can make a tangible difference for Japanese firms navigating the Indian market.

What stood out through the event was JIBB's approach — less about transactional networking and more about building long-term alignment. By bringing context, market insight and the right stakeholders together, the organisation is steadily shaping a more structured pathway for Indo-Japanese collaboration.

As Electronica India 2026 concluded, the sentiment was clear: the opportunity between Japan and India in electronics and advanced manufacturing is only getting larger. For JIBB, the next step is to build on this momentum, expand participation, and convert these early conversations into sustained business outcomes.

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