



Global manufacturer of pumps and other products for marine and offshore applications



Background of expansion into Kansai

We originally had customers in Japan and established a Japanese corporation in Kobe to further enhance sales of our products for the Japanese market. One of the reasons we chose Kobe is that shipbuilding-related companies are concentrated in western Japan, and we hoped to do business in a place close to our customers. In addition, when setting up operations in a new country for the first time, it is sometimes difficult to find an office if the company is not well known in Japan. However, when expanding to Kobe, we received various information and support from Kobe City and JETRO Kobe for the office rent subsidy program, which helped us to smoothly establish an office.

Attractiveness of Kansai

Kobe has a good business environment, including convenient access to a Shinkansen station and airports, which makes it easy to travel to all parts of Japan. It is a good place to start a business. Being a compact city where people can live within walking distance, it is also an easy place to live. Another attractive point is that governmental agencies are ready to provide support and incentives for companies expanding into the area.

Effect of expansion

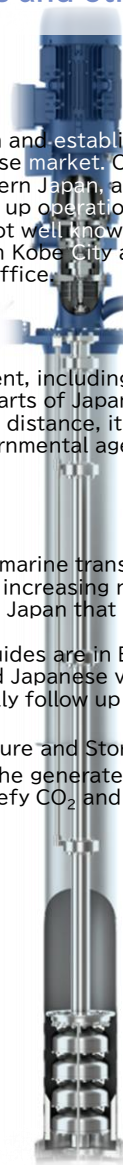
Carbon neutrality is also required in marine transportation, and there is a movement to convert fuel from heavy oil to gas. We are receiving an increasing number of inquiries due to our strength in gas-fueled vessels. We will continue to offer products in Japan that meet the growing demand for new marine equipment, such as CCS.*

While our manuals and instruction guides are in English, we provide after-sales service in Japanese to our customers in Japan. We have created Japanese versions of product pamphlets and other materials. With a base in Japan, we are able to carefully follow up with our customers regarding our products.

* CCS: Abbreviation for Carbon Capture and Storage.

It refers to capturing and storing the generated CO₂ before it is released into the atmosphere. Our company's pumps are used to liquefy CO₂ and transport it by sea.

Energy-efficient gas fuel pumps that can be used not only with LNG but also with all types of gas fuels



Business overview

- The parent company, the Svanehøj Group, was established in Denmark in 1928, and is a global manufacturer of pumps and other products for marine and offshore applications.
- We are a company with nearly 100 years in business and a global brand, and 90% of the LPG (liquefied petroleum gas) vessels are equipped with our products.
- In 2019, we expanded our business to Kobe, and are engaged in the sales and after-sales service of cargo pumps and gas fuel pumps for marine and offshore applications.
- We manufacture eco-friendly, low energy-consuming electric motor-driven pumps, which are excellent products in terms of life-cycle costs.

Outline of company

Company name	Svanehøj Japan LLC
Type of presence	Primary investment
Address	Sanko Building 2F, 5-1-24 Isogami-dori, Chuo-ku, Kobe City, Hyogo
Website	https://www.svanehoj.com/

* Pictures provided by the company