

engcon establishes sales company in Japan - strengthens its presence in Asia

engcon, the world's leading manufacturer of tiltrotators, is expanding its global presence by establishing a new sales company in Japan. This is a strategic move to strengthen engcon's position in the Asian market and thus meet the growing demand for innovative solutions in the excavator industry.

Japan is a large excavator market, with around 60,000 new machines entering the market every year, but awareness of the tiltrotator and its benefits is low. engcon has been operating in Japan since 2018 through a partnership agreement with Kobelco. Earlier this year, agreements were signed with two more Japanese dealers - now engcon is further strengthening its position by establishing its own sales company to meet the needs of the market more effectively.

“There is huge potential in Japan for our products. There is a labor shortage in the country and technological development is a way to help resolve this issue. The authorities in the country are well aware of this and are now trying to speed up adoption of technological development in Construction. For us, it is the right time to establish ourselves now, through our new company we will be well prepared for continued expansion in the country while being able to influence the development”, says Sam Ryan, Regional Manager for Asia/Oceania.

The Japanese company engcon Japan KK will be established from the beginning of the year in the Kanto region close to Tokyo. The new sales company will focus on building strong relationships with local end customers and distributors, as well as providing technical support and training to raise awareness of engcon's innovative products.

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engcon is the leading global supplier of tiltrotators and associated attachments that increase excavators' efficiency, flexibility, profitability, safety and sustainability. With knowledge, commitment and a high level of service, engcon's more than 400 employees create success for their customers. engcon was founded in 1990, is

headquartered in Strömsund, Sweden and serves the market through 14 local sales companies and an established network of dealers around the world. Net sales amounted to approximately SEK 1.9 billion in 2023. engcon's B-share is listed on Nasdaq Stockholm.

For more information, visit www.engcongroup.com

Image Attachments
engcon Japan

Attachments
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