AlgaEnergy opens its first overseas subsidiary in Japan

AlgaEnergy is still immersed in its internationalization phase. On the one hand, promoting the signing of agreements with leading partners who are leaders in their respective countries and who are substantially increasing sales of their products based on microalgae. Currently the company is already exporting its innovative solutions to more than 20 countries.

On the other hand, and in parallel, AlgaEnergy has given a boost to its internationalization plans with the opening of its first subsidiary abroad, specifically in Japan. The constitution of this subsidiary materialized last June and with it the company wishes to ensure a solid structure from which to operate directly in the Asian market.

AlgaEnergy Japan Inc. has hired Toshio Matsushima, an entrepreneur of recognized prestige in the Japanese country and, as COO, being his mission from now on to lead the implementation of the ambitious objectives that the company has set in that country, among them make AgriAlgae® a reference brand. In fact, AlgaEnergy Japan, with the collaboration of Mariko Kihira, has already achieved the registration of its microalgae bioestimulants, after a year of testing and fulfilling the requirements requested by FAMIC and the Ministry of Agriculture of Japan, so that the The company is already authorized to import and sell AgriAlgae® in that Asian country.

Matsushima has extensive experience in identifying, developing and implementing strategies for global commercial expansion with a particular focus on the successful entry into the Japanese market, offering support and capacity development at each stage of strategy implementation.

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