



Business case from The Trade Council in Tokyo

Xergi expands its presence in Asia by launching a partnership in Japan with Sumitomo Seika Chemicals

Xergi and Sumitomo Seika Chemicals Co. has announced that the two companies have launched a new partnership for addressing the Japanese renewable energy market. The partnership allows Xergi to offer full turnkey solutions and develop and implement its biogas projects in Japan.

The Royal Danish Embassy in Tokyo acted as export advisor to Xergi in connection with the partner search that ultimately led to the partnership agreement between Xergi and Sumitomo Seika Chemicals. The support by Royal Danish Embassy is continuing after partner search and we are supporting Xergi on market development by initiating and facilitating contacts with potential clients and conducting information sessions together with Xergi and Sumitomo Seika Chemicals.

Identifying potential business partners and potential clients in Japan

In the biogas industry, Asia is considered to be a major growth region. Over a period of time, Xergi had been focusing on addressing the market in Asia and found the demand for a stable supply of renewable energy in Japan was particularly attractive.

Having had a relationship for several years with the Royal Danish Embassy, Xergi sought assistance from the Trade Council's Energy & Environment team to help identify a local Japanese business partner that Xergi could team up with to establish biogas plants for handling organic waste materials and producing renewable energy.

Through a targeted screening and analysis of potential Japanese partners, utilising the Embassy's influence and network to establish contact, our commercial officers identified a number of potential candidates for Xergi, including Sumitomo Seika Chemicals.

Even after establishing partnership with Sumitomo Seika Chemicals, the Trade Council Tokyo, Xergi and Sumitomo Seika Chemicals are working together on market development, such as conducting information session to potential partners such as organic waste handlers, chicken farms etc.

"The market analysis and partner search by the embassy was very helpful in finding the right access points to the market" - Ole Trudslev, Xergi.

About Xergi

Xergi is a leading Danish supplier of advanced turnkey biogas plants. The company has extensive experience working in the biogas industry for more than 30 years, specializing in large-scale plants, with any mix of feedstock, including food waste, straw, chicken manure, swine and cow manure, deep litter, crop residue, and industrial organic waste. Xergi is today active in Europe, Asia, USA, and Africa.

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