

## Press release

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### Key market for AI era: Wilo expands into Japan

Water technology group enters strategically highly relevant market

**Dubai/Tokyo.** The Wilo Group is expanding in Asia. With its entry into the Japanese market, the multinational water technology group is tapping into a highly relevant region in strategic terms: the East Asian country plays a leading role in both the semiconductor industry and in the construction of data centres, making it a key market for the AI era. Entry into this market therefore constitutes an important step forward along the Wilo Group's ambitious growth path.

"From extracting raw materials through to high-tech fabrication and data centres, our technology is used to enable the entire AI value chain", explains Oliver Hermes, President & Global CEO of the Wilo Group. "However, this is not the only reason why the Japanese market is of great strategic importance to the Group. Our products, systems and solutions ensure urban living spaces are smart and sustainable – Japan is undoubtedly one of the pioneers in this field."

"Every conversation we have had with new Japanese market partners has reassured us that our decision to expand here was correct", says Jens Dallendörfer, Regional CEO of Wilo AMEA (Asia, Middle East, Africa). "There is a high demand for sustainable and highly efficient premium water technologies as well as the solution expertise that Wilo can offer. We are therefore absolutely convinced that our growth plans will be achieved."

Wilo has already put in place a number of initial high-profile measures to stimulate the market: The water technology group had a booth at a leading Japanese trade fair for wastewater technology in Osaka. The first service partners in the country have also already received training with regard to Wilo's solution portfolio. As part of a Borussia Dortmund football club sustainability event in Tokyo, the company was also able to significantly expand its network in Japan.

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Wilo's subsidiary in Korea and the regional headquarters of Wilo AMEA in Dubai are managing the expansion activities in Japan. Wilo has three green factories in East Asia, which are the Group's main sustainable production sites: Busan in Korea as well as Beijing and Changzhou in China. "The consistent implementation of our well-established region-for-region strategy is once again paying off", Hermes concludes.



**Caption:** Wilopark in Dortmund is the headquarters of the multinational Wilo Group. The water technology group includes around 90 production and sales companies located in over 50 countries around the world. Image: WILO SE

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**Image caption:** Daniel Jun (second from the right), Managing Director of Wilo Korea and responsible for the development of the Japanese business, spoke at a sustainability panel held at an exclusive networking event of the Borussia Dortmund football club in Tokyo. Image: Borussia Dortmund

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### **About Wilo:**

Wilo is a pioneer in sustainable and intelligent premium water solutions for global challenges – creating impact for everyone. Our actions are guided by the overarching Wilo sustainability strategy and its core impact areas: Creating, Caring, Connecting. More than 9,000 employees worldwide work every day on innovations with a clear goal: to improve people's quality of life. In building services, water management and industry, we move, treat and control the most important resource on our planet. For over 150 years, we have been thinking ahead – and today, as an innovation leader in our industry, we are shaping the digital and AI era. This is what we call: Pioneering for You.

For more information, go to [www.wilo.com](https://www.wilo.com).