



Steer Engineering to Invest 2.5 Billion Yen, Expand Market Reach in Japan

Tuesday, August 30, 2016

<https://www.japanrubberweekly.com/2016/08/steer-engineering-to-invest-2-5-billion-yen-expand-market-reach-in-japan/>

Extruder manufacturer Steer Engineering Pvt. Ltd., India, has revealed that it will be investing approximately 2.5 billion yen (\$24.46 million) in its Japanese branch, Steer Japan Corp., over the next 10 years. This comes with Steer having defined its course of action for Japan and its global strategy.

Steer Engineering CEO Atanu Maity said that Japan continues to be an important market that is regularly at the cutting edge of technological innovation. With this, he said that the 2.5 billion yen investment will be made in order to further strengthen the company's business in the country.

Offering specifics, Maity said that Steer Engineering plans to make a foray into the fields of food and medical goods.

To this end, the company will be evolving its original co-rotating twin-screw technology, and focusing on the development of cutting-edge technology for advanced applications and for converting to continuous process production. The company is looking to enhance and fill out the faculties at Yokohama Technical Center, which will serve as a hub for Steer Japan.

Steer Japan President Akihiko Sato said that, in hitting what is the Japanese branch's 10th year since being established, it is time to open a new page – for even better technologies and solutions, and to further develop the market.

Steer Japan is looking to make enhancements so that customers can test out the technologies necessary for developing cutting-edge materials at the technical center in Yokohama, Sato said. Some of those technologies that he referred to concerned high torque, shearing prevention and high-volume capacity.

Steer Engineering to Invest 2.5 Billion Yen, Expand Market Reach in Japan

published 08-30-2016 - Japan Rubber Weekly - <https://www.japanrubberweekly.com>

Sato furthermore said that the company is looking to upgrade instruments and will also be developing a support framework.

© 2016 Posty Corporation. All Rights Reserved.

ゴム報知新聞
Japan Rubber Weekly
