

Relocating from the Tokyo metropolitan area to improve the business environment and mitigate natural disaster risk

Company overview **Heraeus**



Company name

Heraeus Electro-Nite Japan Co., Ltd.

Parent company

Heraeus Electro-Nite International N.V. (Belgium)

Timing and location of entry

1966, Established Takatsuki, Osaka Prefecture
2025, Relocated to Ena, Gifu Prefecture

Manner of entry

Manufacturing and sales base

Other facilities in Japan

Okayama Plant

Primary business activities Company strengths

The company excels in the manufacture and supply in Japan of platinum thermocouple sensors for metal melting processes, customized to the specifications of individual steel and iron manufacturers. Competitive edge is enhanced by introducing new products from overseas group companies.



Background and objectives for market entry

1966

- The company entered Japan 60 years ago by establishing a Japanese subsidiary in Osaka Prefecture to supply thermocouple sensors to the Japanese market; however, aging of facilities, increasing urbanization, and risk of flooding in the surrounding area, the company considered relocating its head quarter plant and production facilities.
- The company relocated to the city of Ena in Gifu Prefecture, which offers advantages including access to management and production personnel, availability of suitable land, excellent access to expressways, international ports, and proximity to a station on the future Chuo Shinkansen maglev line. Another factor was favorable corporate incentives within the Greater Nagoya area, which accounts for nearly one-third of Japan's crude steel production.

Results after entry

2025

- Calamity risks to head quarter plant and production functions was reduced, by maintaining import of products and semi-finished goods by using Nagoya Port.
- The new factory, with its sufficient floor space, enables flexible line layouts and has improved both the working environment and commuting conditions.

Contributions to Greater Nagoya region

- The company contributes to quality control and cost reductions for a wide range of products in steelmaking and ironmaking operations across Japan.
- It hired approximately 50 new employees following relocation, mostly recruited from the local Tono region in eastern Gifu Prefecture.
- It provides opportunities for management personnel with a challenging mindset to thrive in regional areas.

Future outlook

Future

- Development and provision of new sensing technologies will support customer adoption of robotics in steelmaking and ironmaking processes.
- Its new factory will provide an excellent working environment and work-life balance.
- The company will strengthen its management capabilities as its business expands.