



# Smarter Grid Solutions (UK) - Taking the pulse of renewable energy potential in Japan



[Smarter Grid Solutions](#) [1] is a Scottish company specialised in products and services that enable utilities and developers to integrate Distributed Energy Resources (DER) and renewable resources to the grid. The company also provides world-leading Active Network Management (ANM) products, planning tools and a range of consultancy and engineering services.

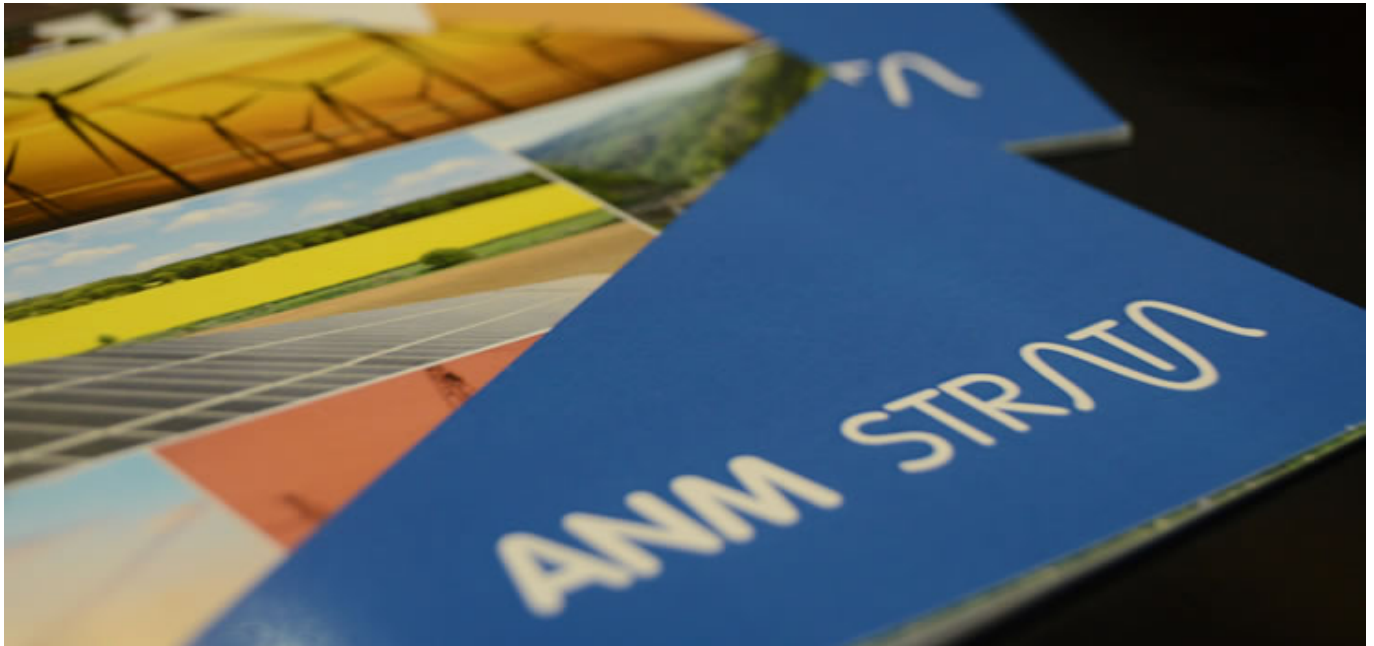
The company's [previous ties and strong connection](#) [2] with the [Enterprise Europe Network \(EEN\)](#) [3] in Scotland led it to engage with the programme and establish the right connections to grow its business.

Thanks to the EEN's suggestion, Smarter Grid Solutions became interested in and was selected together with other 40 European companies to participate in **the first EU Gateway | Business Avenues mission to Japan**. The cooperation between EEN and EU Gateway | Business Avenues thus brought Smarter Grid Solutions closer to its goals of reaching the Asian market.

This past September, Alan Gooding, the company's EVP - Channel and Partners, took part in the [market-scoping mission to Japan](#) [4], which focused on the [Green Energy Technologies](#) [5] sector.

The company attended and exhibited its products at the [World Smart Energy Week Osaka 2017](#) [6], a broad ranging exhibition which included a wide array of renewable energy products, from smart grids and PV systems, wind, solar, biomass, thermal materials, to storage technologies and low energy buildings.

While the smart grid part of the exhibition was not a focus, the participating **Japanese companies were exceptionally interested in the company's ANM Strata** [7], a platform for a range of applications where the control and coordination of Distributed Energy Resources (DER) are required with high penetrations of renewables. It is a product that works in a deterministic, time-bounded way, meaning it can deliver mission critical grid applications.



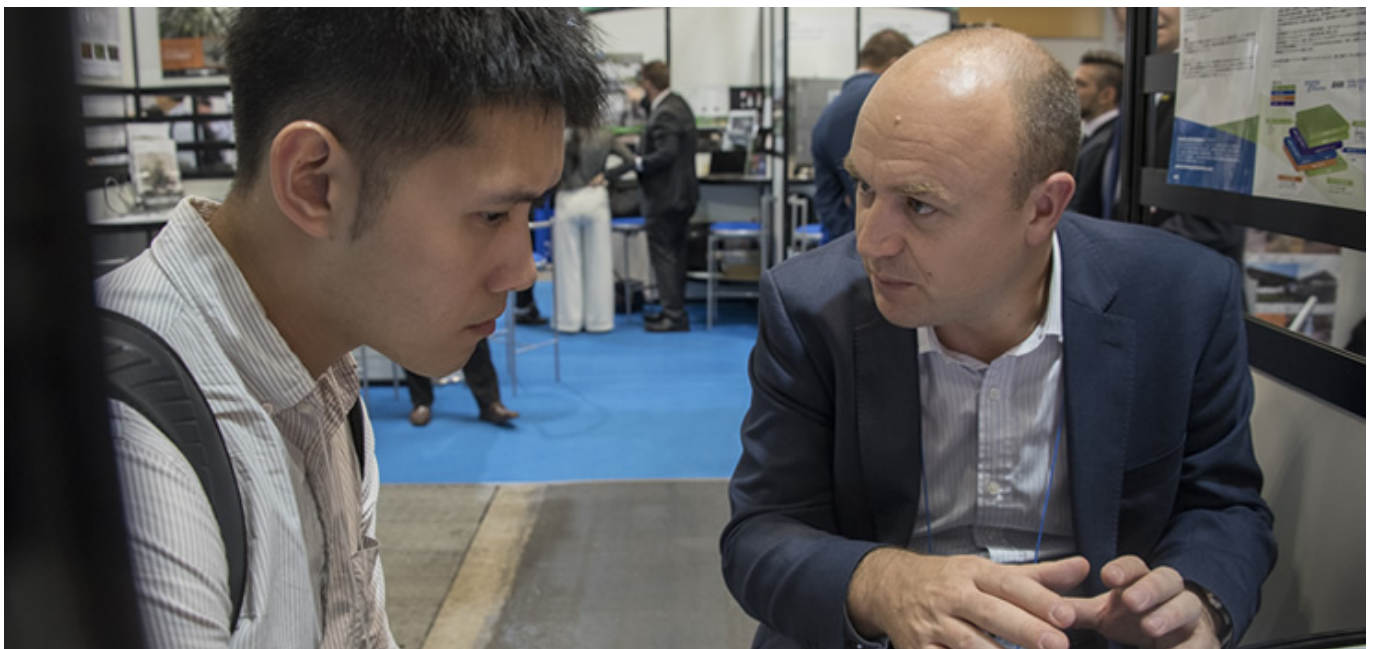
Having already implemented similar solutions in Europe and other markets, Smarter Grid Solutions was looking to potentially do the same in Japan, for instance reducing renewable curtailment levels in Northern Japan.

During the market-scoping mission week in Osaka, the company was mainly focused on **understanding the market** and **meeting potential partners** who could become approved integrators of its technology.



*We managed to establish early relationships which were definitely enhanced by the local presence through the exhibition. - Alan Gooding, EVP - Channel and Partners, Smarter Grid Solutions (UK)*

Japan is currently in the process of expanding its renewable energy capabilities. However, issues with transporting renewable energy across the country and newly-implemented market rules have risen and in turn impacted investor confidence negatively.



*We have seen this issue in other markets and have the technology and experience to help. However, due to the mission critical nature of the technology it requires a local partner on board - hopefully this mission will start us on the way to achieving this. - Alan Gooding, EVP - Channel and Partners, Smarter Grid Solutions (UK)*

Thanks to its participation to the business missions and to the organizers who helped it interact with targeted prospects, the Scottish company stated it has a better “feel” for the market and how things work for businesses who are interested in expanding to Japan.



*The experience was very positive. EU Gateway | Business Avenues was very professional and well organised and I would definitely use them again as we also seek to develop relationships in other markets. - Alan Gooding, EVP - Channel and Partners, Smarter Grid Solutions (UK)*

Did Smarter Grid Solutions' story inspire you to see what the Asian market has to offer your company? **More business opportunities are now available** to European companies in the Green Energy Technologies sector: check the [business mission calendar](#) [8] and apply to the next one!



More info on [eu-gateway.eu](http://eu-gateway.eu)

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#### Source URL:

<https://www.eu-gateway.eu/success-stories/smarter-grid-solutions-uk-%E2%80%93-taking-pulse-renewable-energy-potential-japan>

#### Links

[1] <http://www.smartergridsolutions.com/>

[2] <https://www.youtube.com/watch?v=w1Yq5LU8M4Y>

[3] <http://een.ec.europa.eu/>

[4] <https://www.eu-gateway.eu/business-missions/missions-calendar/green-energy-technologies-japan>

[5] <https://www.eu-gateway.eu/node/23>

[6] <http://www.wsew.jp/en/>

[7]

<http://www.smartergridsolutions.com/products/anm-strata-the-essential-layer-for-the-electricity-grid/>

[8] <https://www.eu-gateway.eu/business-missions/missions-calendar>