

Revolutionary European technologies, a match for the Japanese high-end market



[Croft Filters](#) [1] is a filter manufacturer from the UK with over 27 years of experience designing and manufacturing industrial filters that solve filtration challenges in a range of sectors all over the world.

Expert in Dixon Ring high-speed manufacturing processes, the company recently launched a new range of filters based on Additive Manufacturing processes (metal 3D printing). For Croft Filters' clients, this means higher quality, lower environmental footprints, more energy efficiency, and cutting-edge designs.

The company was recently selected for [the first EU Gateway | Business Avenues market-scoping mission in Japan](#) [2], focused on the Green Energy Technologies sector.

The mission took place this past September, in Osaka, where participant companies had **pre-arranged meetings with Japanese entrepreneurs in the green energy field and exhibited at [World Smart Energy Week Osaka 2017](#)** [3].

The company has great interest in exploring Japan, an innovative market that is increasingly aware

of and interested in the benefits of Additive Manufacturing technologies.



For co-founder Neil Burns, Japan represents a **massive business opportunity**:

“Japan is really interesting, for both conventional filter manufacturers, and additive manufacturers. Because it is a relatively expensive market, our products have got a chance in that they are quality products that the Japanese are interested in. They aren’t necessarily the cheapest, but provide the best all-around value.”

While in Japan, the company secured a deal with a partner, a filtration company from Osaka. A five-digit inquiry was made by the company to manufacture and distribute pioneering products in Japan.

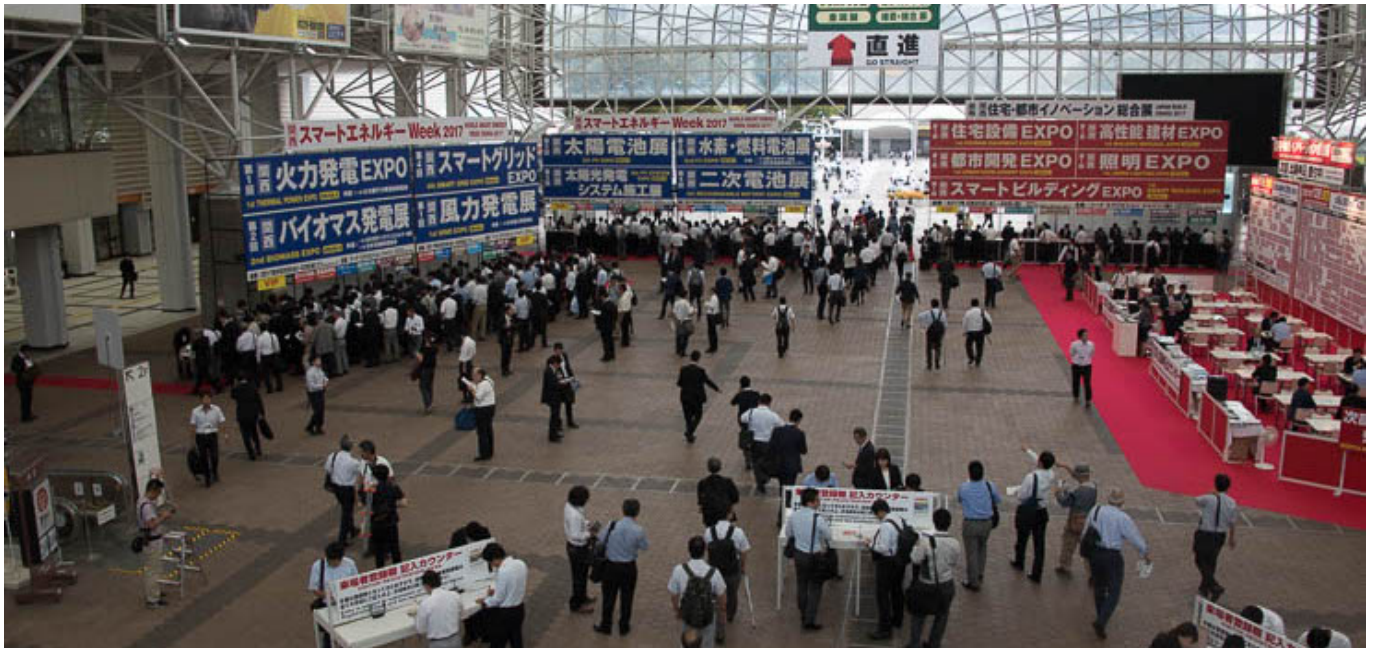
The products, based on additive manufacturing, couldn’t even be envisioned, let alone produced a few years ago. Recent developments in additive manufacturing now allow such unprecedented products to be produced and **Japan seems to be the right market for development**.

Furthermore, in recent years, Japan has started to make real efforts to look after energy usage and efficiency.

For Croft Filters, that’s great news.

Some of its additive manufacturing products reduce power usage throughout the entire product lifecycle, and not just on a short term, which makes them particularly appropriate for an energy-conscious, high-end market like Japan.

With [support from EU Gateway | Business Avenues](#) [4], Croft Filters was able to **reach a seemingly intangible, yet promising market**.



“Although Japan is a really difficult market to crack, it has become much more accepting of collaborations with worldwide partners in recent years.” — Neil Burns, Co-founder [Croft Filters](#) [1] (UK)

The quality of the business missions organised by EU Gateway | Business Avenues is singular, according to the company’s representatives.

“The great thing about these missions is the fact that everything is done for you. It’s hard enough to get a booth, or arrange flights. Arranging meetings is another discussion altogether. It’s hard to put a value on that, because it’s nearly impossible to do that by yourself, without support from the organisers.” — Neil Burns, Co-founder Croft Filters (UK)

Given its success in Japan, the company is ready to consolidate its presence on the market and further explore other ASEAN markets that are quickly developing an interest in additive manufacturing and 3D printing.

Is your company in the green energy technologies field? Hoping the next EU-funded mission could include you?

Find upcoming business opportunities for your company in Asia in [our missions calendar](#) [5].



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Links

[1] <http://www.filters.co.uk/>

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

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

[4] <https://www.eu-gateway.eu/content/services>

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