

10 Years of CemeCon K.K. – Success in the Japanese Market



The CemeCon K.K. team and the executive board of CemeCon AG celebrate the 10th anniversary in the Nagoya Coating Center.

CemeCon K.K., the Japanese subsidiary of CemeCon AG, was established in January 2016 by current Chairman Alexander Marxer and Director Eunmi Lee. Starting from a small office in Tokyo, the company was built from the ground up.

In 2026, CemeCon K.K. reaches an important milestone by celebrating its 10th anniversary. Japan is widely recognized as one of the most demanding markets worldwide, characterized by exceptionally high quality standards and advanced technical requirements. Within this challenging environment, CemeCon K.K. has achieved steady growth by building trust, delivering quality, and providing continuous technical support to its customers.

Challenges of the market

Before establishing a local subsidiary, CemeCon operated in Japan through a local distributor. Considering the strategic importance of Japan and Korea, together accounting for approximately 30% of the global tool manufacturing market, the decision was made to establish a subsidiary in Japan and serve the Korean market from there as well. In the early stages, key challenges included Japan's conservative business practices, the need for localized technical support, and meeting the stringent quality expectations of the market. Over time, the combination of CemeCon's technology and innovation-driven approach with Japan's quality-focused manufacturing culture became a core element of the company's strategy.

Local coating service

A major milestone was the establishment of the Nagoya Coating Center in 2020. Located in one of Japan's most important manufacturing hubs, with a strong presence of automotive, electronics, and precision machinery industries, the site also offers an attractive working environment for employees. The objectives were to provide fast, local coating services, reduce reliance on overseas facilities, shorten the distance to customers, and significantly improve lead times. This investment decision was taken despite the challenges posed by the global pandemic.

One of the key success factors is the full implementation of proven coating technologies from the German headquarters, combined with strict and systematic quality control processes. This enables CemeCon K.K. to meet the high expectations of Japanese customers and to build trust under the concept of “Japan Quality made with German Technology.”

Technology partner for individual solutions

In addition, CemeCon K.K. positions itself not as a coating supplier, but as a technical partner. Customized solutions tailored to each customer's production process, fast feedback, responsive communication, and Japanese-language technical support with on-site assistance are integral to this approach.

Achievements and future prospects

Achievements in the Japanese market include the stable and successful operation of the Nagoya Coating Center, growth in repeat orders and long-term customer relationships, and expanded applications across multiple industries. Leading Japanese tool manufacturers emphasize the benefits of local coating in Nagoya, significantly reduced lead times and the ability to conduct technical consultations directly on site. CemeCon is recognized as a world-leading coating specialist, offering premium, customized coating solutions. Clear examples demonstrate tangible business impact, with alternative coating solutions contributing to successful new product launches and strong market results.

The 10th anniversary of CemeCon K.K. therefore represents more than just a number, it is proof of earned trust and successful localization. Looking ahead, the company aims to further strengthen its position as a technology leader, expand its technology and service portfolio, deepen partnerships with Japanese and Korean customers, and continuously improve quality and service. CemeCon K.K. remains committed to sustainable growth in the Japanese market, seamlessly integrating the global technological expertise of CemeCon AG with local know-how in Japan.