

Seasonic Japan

Sea Sonic Electronics Co., Ltd., a leading Taiwanese power supply manufacturer and distributor, advanced into the Japanese market aiming at expanding sales channels with its long experience and advanced skills as an expert in the industry.

In May 2012, Sea Sonic Electronics Co., Ltd., a major power supply manufacturer and distributor in Taiwan, established Seasonic Japan in Tokyo.



Founded in 1975, Sea Sonic, with headquarters in Taipei, is one of the world's leading power supply manufacturers. Initially the company produced electronic test equipment and entered the PC power supply market in 1980. From its core market, Sea Sonic succeeded in expanding into the telecommunications and networking power conversion market in 2000 and began to expand its manufacturing facilities.

Sea Sonic was listed in Taiwan in 2002, and launched retail products under its own brand name the following year targeting the general user market. The company has won awards and acclaim worldwide. In 2005, Sea Sonic led the world in acquiring "80 PLUS" certification, a standard that certifies that products have high power conversion efficiency. It was also the first company to acquire the "80 PLUS GOLD" certification in 2008, the highest at the time. The following

year, Sea Sonic introduced the world's first "80 PLUS GOLD" rated high-efficiency power supply unit to the market, and today continues to offer leading-edge products. In addition to PC power supplies, Sea Sonic's products are widely used for airport x-ray scanners, bank ATMs, and convenience store cash registers. With production facilities in China's Guangdong Province and subsidiaries in the United States and the Netherlands, the company has now added its third international base with its Japanese venture.



Sea Sonic's products

Reason for Japan expansion

Sea Sonic advanced into the Japanese market in earnest in 2011. Prior to this, the company had sold products to electronic retail stores in Japan, and focused on its consumer-oriented business. It later decided to expand into the Japanese market taking advantage of its high potential, in addition to the company's retail sales business. Japan offers a high demand for server and industrial-use products. Sea Sonic believes that success in the Japanese market, which

occupies an important position in Asia, will propel its future business development.



Participation in an exhibition in Japan

Future business development

The Japan subsidiary will pursue domestic market expansion and is also looking to create a technical support center by employing engineers. Sea Sonic aims to streamline operations in response to technical inquiries and improve customer service.

Seasonic Japan's general manager of sales, Mr. Hiroshi Kunikata said that, "The Japan market is unique in the power supply sector". Japanese tend to place emphasis on customization over power efficiency. Technology to certify power conversion efficiency, which is common and highly praised in other countries such as the United States and Canada, has yet to penetrate the Japanese market. This situation has created opportunity for expansion.

Sea Sonic boasts cost-efficiency through manufacturing products in China, as well as advanced skills and techniques accumulated in the past 37 years as a manufacturer of power supply equipment. **The company's** power-efficient products lower power consumption and offer noise reduction. The

recent heightened awareness of energy saving and environmental conservation in Japan are likely to result in a boost of sales for the company.

JETRO's support

Mr. Warren Chen, representative of the Japan subsidiary said that, "We should have consulted JETRO sooner". JETRO first became involved in Sea Sonic's Japan expansion when Mr. Chen approached JETRO headquarters in Tokyo.

As a part of its support of the company's advancement into Japan, JETRO provided free temporary office space, and consultation such as for opening bank accounts, and the process for business registration, as well as advise related to hiring and other labor issues.

According to Mr. Kunikata, "JETRO's consultation was useful, especially in the process of opening bank accounts and business registration, where we experienced some difficulties due to the **company's president being a foreigner".**



Sea Sonic Headquarters office

(October 2012)

Corporate history

1975	Sea Sonic Founded
1984	Relocated headquarters to Taipei, Taiwan
2002	Established US office (California) Listed its stock in Taiwan
2005	US office upgraded to a 100% Sea Sonic owned subsidiary
2008	Established its Netherlands subsidiary in Rotterdam
2012	Established its Japan subsidiary

Seasonic Japan

Establishment: May 2012

Business overview: Design, manufacturing and sales of switching power supplies and peripheral equipment

Parent company: Sea Sonic Electronics Co., Ltd. (Taipei, Taiwan)

URL: <http://www.seasonic.com>