

October 12, 2023

## Reinforcing of Sales Organization for the Japanese market, through Avantium's device workshop

Daiichi Jitsugyo Co., Ltd., (Head Office: Chiyoda-ku, Tokyo, Japan, Representative Director, President & CEO: Ichiro Uno, hereinafter referred to as "DJK"), a general machinery trading company, had a device workshop for catalyst testing systems and contract analysis service provided by Avantium Chemical B.V., (Head Office: Amsterdam, Province of North Holland, the Netherlands, hereinafter referred to as "Avantium") at the Avantium's Amsterdam Laboratory in June 2023.

Avantium is a leading biobased chemical manufacturer, founded in 2000, which addresses breakthrough knowledge and testing technologies of catalysts to manufacture chemical substances and materials, as well as manufacturing and sales of its products applied with these technologies. The company contributes to both research and development and application development, for novel materials, by its own technologies utilizing a high-throughput screening (HTS) method\*

DJK has expanded its sales efforts for the Japanese market, including academic conferences and exhibitions, since DJK entered into the exclusive distribution agreement for the Japanese market with Avantium in February 2022. For this workshop postponed due to COVID-19, DJK has been provided with actual equipment viewing and technical knowledges at the Avantium's laboratory for the purpose of further reinforcing DJK's sales strengths.

DJK will strive for the realization of a sustainable society through its business, taking initiatives to meet demands of research and development promotion accelerated for a decarbonized society.

\*Fast and high-throughput technology screening valuable substances in a large number of compounds through advanced systems.

---

### [Contact]

Daiichi Jitsugyo Co., Ltd.

Plant & Energy Business Division   Chemical Plant 1st Dept.

TEL: +81-6-4967-3000

Corporate Strategy Division   Corporate Communication Dept.

TEL: +81-3-6370-8691   Email: [djk\\_info@djk.co.jp](mailto:djk_info@djk.co.jp)