

PRESS RELEASE



SEKISUI design studio to open on the Automotive Campus

HELMOND, 30th of September 2021 – Japanese multinational company SEKISUI is set to open a design studio at the Automotive Campus in Helmond, the Netherlands. The company will use the modern showroom as “living lab” to update their customers, OEMs and partners from Europe on the latest technological developments in the mobility field. The centre is scheduled to open its doors in October.

Just imagine it: step into your car and the dashboard, navigation tools, traffic updates and the outdoor temperature are all projected onto the windscreen. Visitors to the SEKISUI design studio at the Automotive Campus in Helmond will soon be able to discover how this new design & technology will significantly change driving in the future. *“Here you will find the cutting-edge technologies for future smart mobility and smart life which keep up dating day by day”* says Masashi Yanai, Director of the SEKISUI design studio.

Enchanted by the Campus

Pieter Rahusen, Business Developer at the Automotive Campus, is extremely pleased with the arrival of SEKISUI. *“Together with our regional partners, Brainport Development and the Brabant Development Agency, we worked very hard to get the Japanese multinational to Brabant, and the company is enchanted with our Automotive Campus. Our approach to open innovation was particularly appealing to them.”*

The south-eastern region of Brabant has become the setting for intensive cooperation between the corporate world, public agencies and educational institutes, with knowledge-sharing as the central focus point.”

The fact that SEKISUI will have a presence there will help to improve the international image of the Automotive Campus, Rahusen believes. *“While many people in the Netherlands might never have heard of SEKISUI, it's a global actor in the automotive industry, with an annual turnover of a half billion euros and a workforce numbering in the thousands, just in Europe. When a company of that magnitude tells us how impressed they are with the Campus, we must accept that as an incredible compliment.”*

E-mobility

SEKISUI CHEMICAL CO., LTD. is a leading global company in the fields of chemicals and housing. Using technological innovations, the company is setting new standards in terms of the chemical industry's infrastructure and solutions. While the Automotive Campus' business developer cannot yet provide details on the exact look of the design studio, he does know that it will be home to a hyper-modern concept car that was designed by Helmond-based design company GBO. The car will be used to demonstrate the technologies that SEKISUI can provide. Both SEKISUI and the Automotive Campus consider the design studio to be an initial joint venture, with more to come in the future.

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About SEKISUI in Europe

Headquartered in Japan, SEKISUI CHEMICAL CO., LTD. (TSE: 4204) and its subsidiaries make up the SEKISUI CHEMICAL Group with about 27,000 employees throughout 21 countries and regions.

In Europe, SEKISUI consists of 9 companies and around 1,000 people. SEKISUI EUROPE B.V., located in Roermond (the Netherlands), is the regional headquarters of SEKISUI CHEMICAL CO., LTD. and the connection point between Japan and Europe. The product range from SEKISUI in Europe is comprehensive – spanning from ultra-lightweight automobile components, sound-reduction products for construction and high-performance electronics to fully integrated medical technologies and much more. The numerous companies across Europe mainly service the following four business sectors: Mobility, Construction & Infrastructure, Electronics and Medical. As a group of companies, SEKISUI in Europe combines its internal strengths to look beyond: The aim is to develop outstanding solutions that will help improve people's lives – in Europe and all over the world.

Automotive Campus

The Automotive Campus in Helmond, located in the Dutch Brainport region, is a national and international hotspot, meeting place and commercial centre for automotive technology and smart mobility. The Automotive Campus offers an appealing educational and work environment, ultramodern technological testing and other facilities as well as flexible office and workshop concepts. The Campus functions as a one-stop-shop for automotive technology and mobility concepts where engineers, suppliers, scientists, testers and assemblers are always welcome – whether as a pitstop, for joint ventures or as a home base for developing innovations and products. The Campus also acts as a meeting place where companies can join forces to create cross-industry partnerships, exchange knowledge and enable open innovation. Smart, safe and sustainable mobility solutions are created on the Automotive Campus for the people, roads and vehicles of today as well as tomorrow.

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