# PRESS RELEASE

**Fronius Japan: New managing director Motoaki Suzuki**

04/30/2020 | Nagoya, Japan

**Fronius is continuing to expand its presence in the strategically important market of Japan. These increased activities are being guided by a new managing director: Motoaki Suzuki.**

Suzuki took over as the head of the Fronius subsidiary in Japan at the beginning of April 2020. With a 29-year career in the welding sector, he is a true industry expert and was previously the managing director of Lincoln Electric Japan. In addition to his industry knowledge and leadership qualities, Suzuki, as a certified welder, has great technical expertise. “I am convinced of the high quality and innovative power of Fronius. That’s why I am all the more pleased about the opportunity to further the brand’s presence in the Japanese welding technology market,” said the new managing director with undeniable enthusiasm.

The challenge – and the opportunities – are great: Japan is the third-largest welding market in the world, but also home to major competitors such as Panasonic. Yet Suzuki has a proven basis on which to build, as Fronius has been represented in Japan with its own premises in Nagoya since 2016. The Japanese branch office has its own welding laboratory and six experienced employees on whom Suzuki can count for their expert support.

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[Meta Title:]

Fronius Japan has a new managing director: Motoaki Suzuki

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Under the leadership of Motoaki Suzuki, Fronius will be strengthening its presence in the Japanese market. He has been the managing director of Fronius Japan since April 2020.

**Captions:**



**Photo 1:** Motoaki Suzuki has been the new managing director of Fronius Japan since April 2020.



**Photo 2:** Fronius has been represented in Japan with its own premises in Nagoya since 2016 – with its own welding laboratory.

Photos: Fronius International GmbH; may be reprinted free of charge

**Business Unit Perfect Welding**

Fronius Perfect Welding is the innovation leader for arc welding and the global market leader for robot-assisted welding. As a systems provider, the Fronius Welding Automation division also implements customized automated complete welding solutions, for the construction of containers or offshore cladding for example. The range is rounded off by power sources for manual applications, welding accessories, and a broad spectrum of services. With more than 1000 sales partners worldwide, Fronius Perfect Welding has great customer proximity.

**Fronius International GmbH**

Fronius International is an Austrian company with its headquarters in Pettenbach and other sites in Wels, Thalheim, Steinhaus, and Sattledt. With 5440 employees worldwide, the company is active in the fields of welding technology, photovoltaics, and battery charging systems. Fronius has 34 international companies, sales partners, and representatives in more than 60 countries, which enable it to achieve an export share of 93 percent. Progressive products, extensive services, and 1264 granted patents confirm Fronius’ position as the innovation leader on the global market.

The information and pictures contained in this press release can be downloaded from:

<https://www.fronius.com/en/welding-technology/info-centre/press>

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