

# SEGULA JAPAN

## French Engineering Company Contributes to Japanese Monozukuri from Yokohama

Segula Japan K.K. is the Japanese subsidiary of SEGULA Technologies, a major engineering company based in the suburb of Nanterre in Paris, France. The parent company is a global company specializing in design and engineering services primarily for industrial sectors such as automotive, railways, ships, aerospace, and energy. Currently, the company employs approximately 13,000 designers and engineers, operating in 140 locations across 30 countries worldwide. Segula Japan was established in April 2019 in Yokohama, where the automotive industry is highly concentrated, with the aim of launching full-scale business development in Japan.



Speaker: Noritaka Tsuru



### ■ Bringing various specialized services to Japan

SEGULA Technologies has rapidly grown into a business group through aggressive M&A activities since its establishment in 1985. In recent years, the company has acquired and integrated organizations such as UK-based industrial design company Technicon Design Limited and the R&D center (including test courses and experimental facilities) of former Opel Automobile GmbH, which was a subsidiary of the Stellantis Group, the world's fourth-largest multinational automotive company. Through these acquisitions, the company has proceeded to accumulate technical expertise across a wide range of fields.

Segula Japan positions its core business as providing these diverse and specialized services of its parent company to major Japanese automobile manufacturers, as well as related companies, and customers in various transportation equipment sectors spanning land, sea, and air.

### ■ Supporting outsourcing in specialized fields

Traditionally, Japanese automakers have maintained all functions within their own group with a business model of manufacturing from start to finish. However, as the automotive industry faces a “once-in-a-century” transformation, such as the shift toward electric vehicles, automakers are now compelled to effectively use their internal resources. As a result, outsourcing, particularly in specialized fields, has become increasingly common.

In response to these changes, we currently provide globally renowned European design capabilities from our design studios located in nine countries around the world. In addition, we offer vehicle and powertrain development and testing using a test course near Frankfurt, Germany. We also utilize our own IT technologies for virtual engineering, which allows for “integrated development” through digital data. Furthermore, we support our clients’ manufacturing processes in a multilateral manner with advanced technologies such as V2X which is wireless communication technology connecting automobiles to everything, new

materials, and AR.

### ■ Global experts respond as needed

To swiftly provide this range of services at the places and times our Japanese clients require, Segula Japan adopts a system where our Japanese engineers serve as a one-stop point of contact to meet clients’ specific requests. SEGULA Technologies quickly introduces and provides access to experts working at sites around the world, as well as its accumulated technical expertise.

For example, design aspects are handled using facilities in France and Italy, engineering is conducted in Germany and Australia, and CAD (computer-aided design) services are provided in India. This approach allows for the optimal use of resources by placing the right tasks in the most suitable locations.

Regarding the “language barrier” that is likely to be a major concern for Japanese clients, we have several Japanese staff members who have experience in product development in the automotive and energy sectors in international environments. This ensures an environment with seamless communication tailored to the need for expertise, another of the unique qualities of our company.

### ■ Contributing to enhancing the competitiveness of Japanese companies

Although we faced the unexpected challenge of the COVID-19 pandemic shortly after starting our business, we have achieved significant results by leveraging online services, which has been well received by many Japanese clients.

We will leverage Yokohama as our base for business with Japan because of its convenient access to various locations in the Tokyo metropolitan area, lower office rental costs compared to Tokyo, and concentration of manufacturing companies. Our goal is to contribute to enhancing the product competitiveness of Japanese companies.

(Interview date: July 2024)

<Company's Profile>

**Segula Japan K.K.**

Address : 2-10-1 Tsuruyacho, Kanagawa-ku, Yokohama

Established : April 2019

Representative : Noritaka Tsuru

Business outline : Design, engineering and advanced technology development for transportation equipment, energy-related machinery, and other industrial products

URL : <https://www.segula-japan.com/>