

Going big in Japan



As Evatec's business in Japan continues to develop so does our organization. Evatec Japan Managing Director, **Seiji Hirai**, tells us about the recent organizational changes and how they help us deliver the local support our customers expect.



After studying materials science, **Seiji Hirai** started his career in 1998 working as a Field Application Engineer in Balzers, Unaxis, and Oerlikon. Before joining Evatec, he served as a Sales and Business Development Manager for Swedish and German manufacturers of assembly and metal processing machinery in the automotive, aerospace, and electronics sectors. He focused on expanding their business in Japan.

01 Can you tell us a bit about your role as Managing Director of Evatec Japan?

My job is to use my most recent work experience managing capital equipment sales into Japan and combine it with previous know-how from the thin film industry to help Evatec now build its business further in Japan.

Since stepping into the role of Managing Director in February this year, I've taken time to understand our current position and identify opportunities for growth. Previous thin film experience in the rewritable optical disc market showed me that we could achieve a dominant position for our Swiss brand in Japan with a market share of around 90% by offering exceptional customer service and high-quality equipment. With a clear vision, stand out high quality products from Switzerland and the best local support organization for customers, I am confident we can also now grow the business of Evatec Japan too.

02 Tell us about your local organization and its strengths.

We take care of everything from equipment sales, to all the daily service support our customers expect – from initial installations, to daily on-site or remote production support and upgrades.

Our order processing and finance team is there to make sure everything runs smoothly. I see it as a very flexible, agile local organization enabling us to place the right people in the right roles at the right time. Colleagues from headquarters and other global teams have not only joined daily Teams meetings but also visited customers on-site since our local Evatec Japan organization was first founded. This has helped build strong trust, the skills and motivation of our team. Looking ahead to ongoing major equipment start-ups in Japan we will use this good collaboration and teamwork to ensure successful project completions before year end. I believe Evatec's strength lies in its ability to deliver expert customer support, not only through Evatec Japan, but as a wider team in close collaboration with our Swiss headquarters and other Asian teams.

Evatec Japan at a Glance

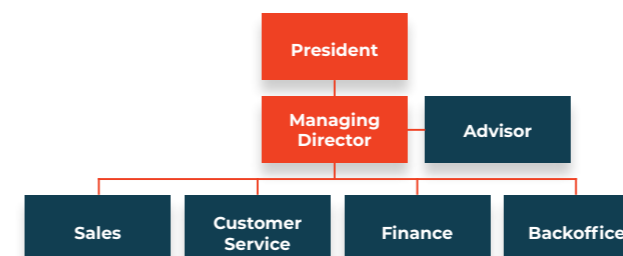
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05 What are the challenges Evatec faces in the Japanese market, and how is it different from other markets?

In Japan, customers demand rigorous confirmation and validation of equipment specifications to ensure the production of highly reliable semiconductor products. Simply presenting strong catalog specs is not enough to secure business. Detailed discussions – known as Suriawase (alignment and adjustment) – are essential to ensure that the equipment and processes developed at our headquarters meet the exact requirements of Japanese customers. Even the reasoning behind technical decisions is closely examined.

Evatec Japan plays a key role in bridging cultural and technical gaps, facilitating smooth communication and project alignment between customers and our Swiss headquarters.

07 How do you see the Japanese Market developing and what opportunities will that bring for Evatec?

We see strong growth in Advanced Packaging as a major step forward for Japan's semiconductor industry and a key opportunity for Evatec. Once overshadowed by wafer processing, the role played by packaging in enabling new technologies and devices to be manufactured cost effectively is growing. New chiplet architectures, new materials, and innovative methods are creating fresh demand for advanced deposition solutions. Evatec aims to support this shift by offering wafer and panel level technologies tailored for OSATs in Japan.

In parallel, the rise of AI semiconductors is driving demand for improved Power Devices, whilst the potential growth of application areas like Augmented Reality will drive the need for enhanced Optoelectronics. With our expertise in controlling both electrical and optical performance of thin films, our capabilities to manage heat dissipation & stress control within substrates, and our thin film know-how supporting build of 3D structures we believe Evatec is well positioned to support all these emerging needs.

“It’s an exciting time – our business in Japan is growing strongly”

03 What is Evatec Japan’s main market focus?

It’s an exciting time. Evatec has been working successfully through local partner Canon Marketing since 2016 developing its business for semiconductor PVD solutions. Evatec Japan was then set up in 2019 and has been focused more on starting the work building the Evatec brand in the Photonics and Advanced Packaging markets. However, as the worlds of semiconductors and photonics increasingly overlap we need to leverage synergies and know-how across different markets. It’s time to put all the business activities together under one roof at Evatec Japan, effective February 2026.

For Japanese customers that brings important advantages:

- One single local Evatec organization serving all markets in Japan
- Direct communication with one team on their interests across several markets
- Easy access to the global service team

04 What makes the Japanese market interesting for Evatec?

We are a good fit as Evatec can offer solutions in specialized markets where Japan has a longstanding reputation for technology leadership. The importance of quality design, manufacturing, and long product life is a shared interest in both our societies.

Evatec’s approach adapting carefully to specific customer needs means we can deliver solutions where other players struggle to offer the same level of flexibility and customization.

By working closely with our customers sharing technical planning and samplings, and by tightly integrating our local efforts with the technical expertise of our headquarters, we position ourselves as a trusted consultant and solution provider in these specialized segments.

06 How do you collaborate with other Evatec locations around the world?

The ongoing shortage of Service and Application Engineers is a major challenge in the semiconductor equipment industry, especially in Japan, where recruiting skilled talent is particularly difficult.

On top of that, project workloads fluctuate significantly between peak and off-peak periods. To manage this, we rely on a global support network of engineers who are trained to work seamlessly together and share a common culture. This collaboration helps us stay flexible and maintain high service quality during busy times.

08 What are you most excited about for the future of Evatec Japan?

What excites me most is the strength and long experience of Evatec’s global management and development teams. Many talented colleagues I worked with at Oerlikon Systems before 2008 have since been reunited at Evatec, and meeting them all again when I started was truly inspiring. I believe that a capable and well-aligned team, not just with knowledge and technology, but with a shared vision, can create real value.

Our goal is to build a “Dream Team” in Japan that not only promotes our advanced technologies and equipment, but also strengthens the Evatec brand and expands our presence in the Japanese market.