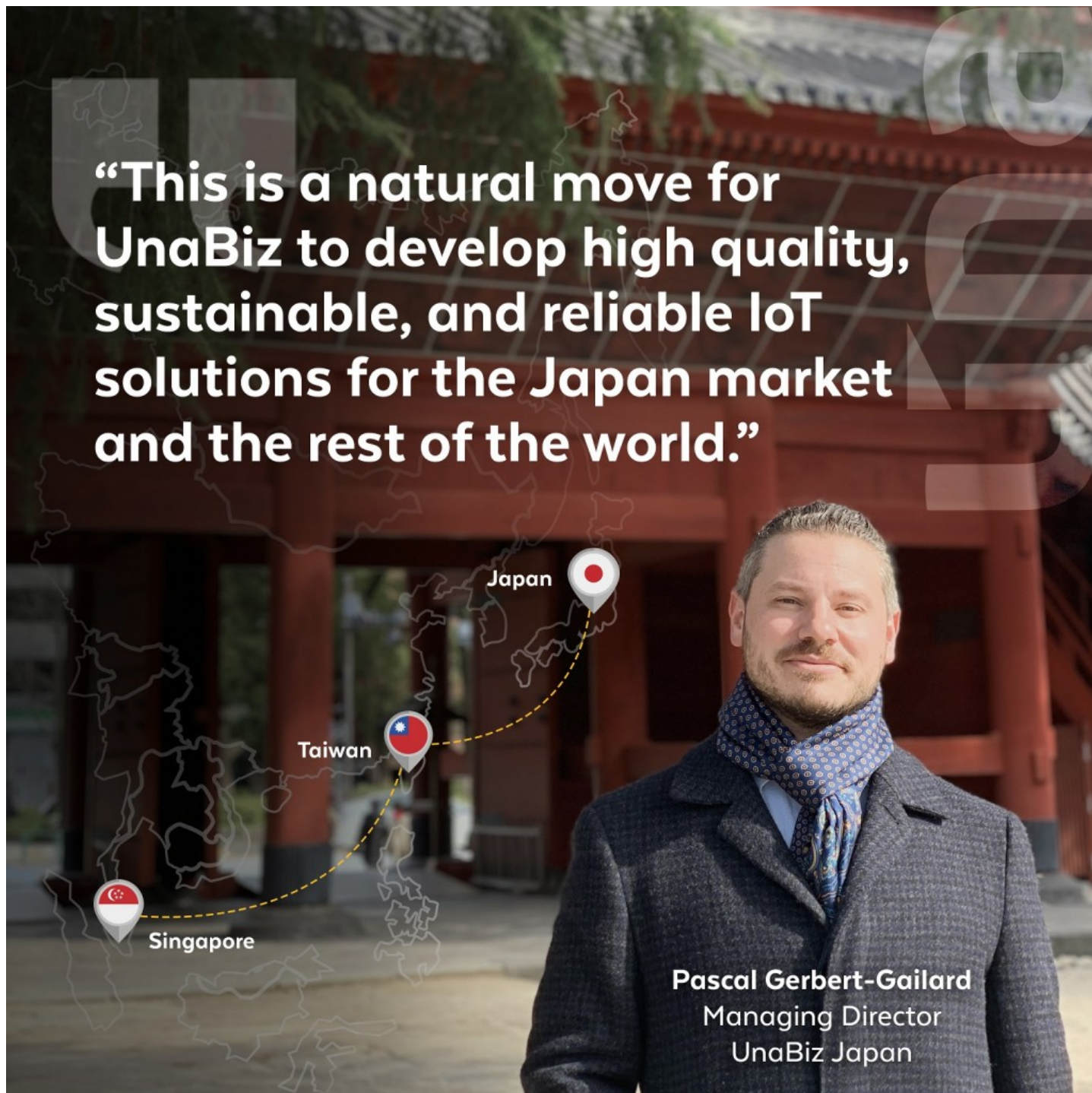


## Singapore IoT Service Provider UnaBiz Opens Tokyo Office in Regional Expansion

Strategic alliances identify innovative business opportunities for UnaBiz in Japan The planned expansion comes on the back of growing business partnerships in the country

“This is a natural move for UnaBiz to develop high quality, sustainable, and reliable IoT solutions for the Japan market and the rest of the world.”



**Pascal Gerbert-Gailard**  
Managing Director  
UnaBiz Japan

Japan, Tokyo, Jun 1, 2021 ([Issuewire.com](https://www.issuewire.com)) - Singapore IoT Service Provider UnaBiz Opens Tokyo Office in Regional Expansion

*Strategic alliances identify innovative business opportunities for UnaBiz in Japan*

*The planned expansion comes on the back of growing business partnerships in the country*

Today, UnaBiz announced its new office in Tokyo, Japan, to support its growing strategic alliance in the country and explore new collaborations to expand its existing smart solutions offering. The move is the culmination of the company's increasing market presence in one of the top markets for ICT and IoT.

In 2018, UnaBiz raised over USD10 million in its Series A funding round led by KDDI, Japan's global telecommunications pioneer, through its "SORACOM IoT Fund Program". Since then, the massive IoT service provider has announced and completed one of the largest Smart Gas Metering projects in the region with SORACOM, KYOCERA Communication Systems, and Sigfox - rolling out 850,000 smart gas meter readers for NICIGAS, Japan's largest liquid petroleum gas entity. Despite the pandemic, the project has been completed, and NICIGAS is now offering solutions to other gas operators.

Kenichi Matsuki, Director at Kyocera Communication Systems said, "The entry of UnaBiz is proof that Japan is one of the largest IoT markets in the world. We hope that the opening of the Tokyo office will further promote the use of the Sigfox network in Japan. As the exclusive Japan Sigfox operator and the win-win partner of UnaBiz, KYOCERA Communication Systems will continue to strive and develop the IoT market in Japan, making use of our experience, expertise, and network infrastructure to develop solutions with domestic customers and partners."

"We are pleased to announce the appointment of Pascal Gerbert-Gaillard as the Managing Director of UnaBiz Japan," said Henri Bong, CEO, and Co-Founder of UnaBiz. "Pascal is an entrepreneur and an experienced general manager who specialises in cross-border projects in Asia, where he has been based since 2008. Having worked in several industries and lastly as Asia Director for Bio c' Bon group, Pascal brings a wealth of knowledge in Retail, Food, Energy, and Technology, all key sectors for UnaBiz. We want to connect with Japan's vibrant innovation ecosystem to increase our global competitiveness and accelerate the buildout of stronger IoT infrastructure and scale globally."

Pascal Gerbert-Gaillard is currently a Trade Advisor to the French Government, a Board Member in the French Chamber of Commerce and Industry Japan, and the President of École Polytechnique Alumni Asia Chapter. He holds three masters from École Polytechnique, École des Mines de Paris, and Sciences Po in France, and is quadrilingual (Chinese, Japanese, English, and French).

"This is a natural move for UnaBiz," commented Pascal. "We believe that the new entity will bring us closer to our Japanese shareholders like KDDI, and our customers like NICIGAS, to help them develop high quality, sustainable, and reliable IoT solutions for the Japan market and the rest of the world."

Ken Tamagawa, CEO & Co-Founder of SORACOM said, "We are very excited to work with UnaBiz, and we are sure that their passion and expertise will help Japanese enterprises adopt IoT in a creative and future-oriented way. With UnaBiz's solution and SORACOM's global IoT connectivity, we will connect many more devices and truly deliver on the benefits and promise of "Massive IoT".

Post Series A, UnaBiz joined the "Invest Tokyo" programme and worked with Accenture, the global management consulting group, on its Japan market entry strategy. The market research and growth formulation strategies helped UnaBiz identify important partners and key sectors to focus on.

“We see a great deal of synergy in IoT use cases for the Singapore and Japanese markets, especially in areas that address the challenges faced by its fast-aging population, shrinking workforce, and high manpower cost. Japan is constantly developing next-generation technologies to supplement the declining workforce—an issue further exacerbated by COVID-19. To this end, we are already working with several large corporations to develop solutions targeting Facilities Management, Utilities, Supply Chain & Logistics, and Healthcare Services and use data to improve the lives of its citizens,” Pascal added.

In 2018 Enterprise Singapore, Singapore's Economic Development Board (EDB), and the Japan External Trade Organisation (JETRO) signed a Memorandum of Understanding (MOU) to facilitate collaboration and strengthen linkages between Singapore and Japan's innovation ecosystem.

Ms. Rieko Tagawa, Director in charge of attracting foreign companies to Japan from the Strategic Projects Division in the Office of the Governor for Policy Planning commented, "The Tokyo Metropolitan Government would like to congratulate UnaBiz on the opening of their new Japan office. UnaBiz's expansion into Japan is a testament to the success of the "Invest Tokyo" program, which identifies foreign companies in the fields of advanced technologies such as artificial intelligence, robotics, IoT, big data, and analytics. We are pleased to have UnaBiz in our program and look forward to facilitating more collaborations between UnaBiz and local Japanese companies to bring innovative solutions to the global ICT, plant, and energy market for sustainable development."

For more information visit [www.unabiz.com](http://www.unabiz.com) or <https://www.unabiz.com/ja>

Unabiz Japan co., Ltd

Nihonbashi Honcho Ys Building, 2F,

2 Chome-2-2 Nihonbashi Honcho,

Chuo City, Tokyo 103-0023

Pascal Gerbert-Gaillard, Managing Director Japan

[pascal.gerbertgaillard@unabiz.com](mailto:pascal.gerbertgaillard@unabiz.com) +81 8079304002

### About UnaBiz

UnaBiz is the first proven massive IoT service provider based in Singapore, Taiwan, and Japan. The company specialises in providing affordable, well-designed solutions that are energy-efficient, highly scalable, and simple to deploy at a fraction of conventional cost. UnaBiz envisions a closely connected world powered by simple technology. By uniting people and technology, UnaBiz aims to create an impact on a massive scale, to help every person and every organisation on the planet live smarter, simpler.

UnaBiz has accredited with ISO 9001:2015 certification for Design of IoT Product and Provider of Network Connectivity Solutions. The company is presently selling in 28 countries and focusing on key

verticals such as smart metering, facilities management, asset management, and asset tracking. UnaBiz raised more than US\$10 million in its Series A funding in 2018.

## **Media Contact**

UnaBiz

shuhui.fu@unabiz.com

Source : UnaBiz

[See on IssueWire](#)