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SAIMA Launched Global Marketing Operations in Malaysia

SAIMA Malaysia Marketing Team (SAM) begins operations to enhance international brand visibility

Kanagawa, January 19, 2026: SAIMA Corporation is pleased to announce the official launch and commencement of operations of the SAIMA Malaysia Marketing Team (SAM), a new marketing organization based in Malaysia.

SAM has been established with the objective of strengthening SAIMA's presence in the global market. The team is responsible for clearly and effectively communicating the distinctive features and value of SAIMA's products to a broader range of potential customers. In particular, SAM will focus on strategic public relations and marketing activities with a strong emphasis on the European market, which has been identified as a key growth region for the company.

Malaysia offers significant advantages as a global marketing hub, combining strategic geographic positioning with a highly diverse, internationally oriented business environment. Leveraging these strengths, SAM will utilize local perspectives and digital channels to enhance online content distribution, strengthen brand communication, and optimize information delivery across global markets.

Through this initiative, SAIMA aims to increase international brand recognition while building a robust marketing foundation to support future overseas business expansion. Moving forward, SAIMA will continue to accelerate its global business development efforts, striving for sustainable growth and the creation of new value through a global perspective.

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