



Finnish company Pegasor brings environment technology innovation to South East Asia



[Pegasor](#) [1] is a Finnish leading environment technology company in the field of particle emission monitoring. The company's products and monitoring systems provide individuals, governments and companies with vital information on air quality.

The company's creed is to create the necessary monitoring technologies for a clean future.

In 2016, Pegasor participated in the first **EU Gateway | Business Avenues mission for [Environment & Water Technologies](#)** [2] to Singapore & Vietnam.

From 11 to 15 July, the company showcased its products and innovative technologies on the two Asian markets.



During the business mission week, Pegasor VP Sales, Marketing and IPR, Mr. Markku Rajala, networked with **potential partners at the [Singapore International Water Week](#) [3] and the stand-alone exhibition in Vietnam.**

In the days following the mission, one of the leads from Singapore visited Pegasor in Tampere, Finland, a visit that led to an all-important potential cooperation agreement between the two companies.

The Singaporean company, [Intellectual Property Intermediary](#) [4] (IPI), and Pegasor met in October 2016, and the potential **partnership is** focusing on four of Pegasor's particle monitors, including Pegasor AQ Urban, an outdoor city air quality monitor, Pegasor AQ Indoor, an indoor air quality monitor, Pegasor M -Sensor, a real-time detector of fine & ultrafine particles, and Pegasor MI3, an engine emissions particulate monitor.



Thanks to the EU Gateway | Business Avenues mission, a second **long-term cooperation** was

initiated with a Singaporean partner for a project on vehicle emission monitoring.

Together with its local partner, Pegasor is currently undergoing the application process for a [project launched by the National Environment Agency \(NEA\) and SPRING Singapore](#) [5] to address pollution monitoring challenges faced by Singapore.

More than a year later after its participation, the impact of the business mission continues to bear fruit for Pegasor, a company that is now ever-present on the Singaporean market.



The company is **thrilled with the support received from the EU Gateway | Business Avenues team** and recognizes the importance of having an introduction made through a reputable EU-funded initiative.

Our credibility would be quite low if we had come here alone. But as part of EU Gateway | Business Avenues our credibility is much higher. For us the difference is huge. - Mr Markku Rajala, VP Sales, Marketing and IPR, Pegasor OY (Finland)

The company is also planning to re-apply to upcoming EU Gateway | Business Avenues missions, and to focus on the South East Asian market looking for new partners.

[EU Gateway | Business Avenues](#) [6] is active in six key sectors and markets in South East Asia: the EU-funded business missions always use Singapore as a hub and then continue to either Indonesia, Malaysia, the Philippines, Thailand or Vietnam.

Check for upcoming business missions on our [business mission calendar](#) [7].



More info on eu-gateway.eu

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Links

[1] <http://pegasor.fi/>

[2] <https://www.eu-gateway.eu/node/22>

[3] <http://www.siww.com.sg/>

[4] <https://www.ipi-singapore.org/about-ipi>

[5] <http://www.nea.gov.sg/grants-awards/innovation-call-pollution-monitoring-solutions>

[6] <https://www.eu-gateway.eu/content/south-east-asia>

[7] <https://www.eu-gateway.eu/business-missions/missions-calendar>