

HigenMotor's persistent pursuit for half a century in motor/control technology has left many customers satisfied.



Leading technology and competitive advantage in pricing and delivery combined... specialized through mass production infrastructure.

Established in 1963, HigenMotor has localized manufacturing of industry related parts in South Korea where there had been no domestic parts that could replace expensive imported products. HigenMotors has since paved the way for export to North America and Europe through meeting foreign certification and expanding of application cases, which had previously been difficult due to high technological entry barrier, and in doing so earned recognition for Korean products.

The driving force behind its technological competitiveness is the CEO JaeHak Kim's insistence on technology. As an engineer who graduated from Seoul National University with a degree in Mechanical Engineering, a Masters degree from MIT Mechanical Engineering, and a PhD from UC Berkeley, he was the CEO of Doosan Heavy Industries and HyoHung, before becoming the now "Tech-Bucket" leader of HigenMotor. We ask CEO JaeHak Kim who is growing HigenMotor as a tech company with 56-year history for recent developments in product line-ups and what competitive edge is.

Recently, HigenMotor has expanded its explosion-proof servomotor line-up (0.2~4W) - is this an attempt to embrace a broader range of market customer demands?

Explosion-proof servomotor is a product that requires advanced technology. Previously in the Korean market, imported products were used due to lack of sufficiently advanced Korean technology. However, it took a considerable amount of time to be received and hence machinery equipment manufacturing companies had to resort to using normal servos, ultimately leading to explosion-proofing of the entire machinery equipment. Consequently, the cost of the equipment increased. When our company successfully localized manufacturing, the quality and delivery times drastically improved and along with providing competitive pricing, we have been able to partner up with Hyundai/Kia. Currently, HigenMotor has further expanded its application to fields outside automobile, such as petrochemical, packaging, printing, gunpowder, and painting process. Since the localization of manufacturing for two models of explosion-proof servomotors 10 years ago, HigenMotor has widened its range of models to provide 18 models in 2018, meeting various needs of many customers.

Q It is known that products are not only available in the Korean market but also exported to meet foreign demand. Please elaborate.

A In the case of explosion-proof servomotors, HigenMotor is the sole provider to Sumitomo Heavy Industries in Japan. We think the factors that led to their decision in purchasing our products were the reputable quality, fast delivery, and competitive pricing of our products.

Q Explosion-proof servo motor and controllers are expected to meet international safety standards as safety is important consider.

A Explosion-proof servomotors and controllers are mainly used in countries that are advanced in engineering industries, such as Japan, Europe, the United States, China and Turkey. In order to receive satisfactory standing regarding explosion safety, two overseas certificates (ATEX & ICEX) and one national certificate is required.

Each country has national standards that must be met for trade protection. In Korea, KGS tests the explosive-proof equipments and conducts a factor and audit and issues explosive-proof equipment certification. HigenMotor has received all three overseas and national safety certificates.

Q HigenMotor is also known to invest heavily in the Robot Industry alongside the servomotor related fields.

A At HigenMotor, we manufacture and sell fully-assembled robots and robot parts. Designated robot parts that we provide, such as all-in-one hollow type actuator series, and servomotor drivers used in della-robot and multi-joint robot, were made possible by 30 years of development in factory automation and research on its application in robotics. This has allowed us to exponentially increase our robotic technology within a short period of time.



Q Tell us about HigenMotor's unique strength and how it differentiates itself.

A HigenMotor, as a company that puts foremost importance in technology, has motor and motor controller technology as the two pillars of its foundation. We have factories located in China that supply our domestic manufacturing plant as well as support developments in South Korea. As a result, we have secured pricing and quality competitiveness along with the infrastructure and capacity to mass produce, which we believe is a competitive edge that sets us apart.

We have produced and developed electric-vehicle motors, that are rapidly increasing in demand, as well as robot-specific motors, automation motors, industrial motors, and High Voltage Motors, for more than half-a-century. The accumulated knowledge and expertise in motors and motor industry is what defines HigenMotor.

As the interview ended, CEO JaeHak Kim said, "As minor manager law passed the Congress last year, related companies have high hopes for year 2020. HigenMotor is the same. This year, we hope small-medium companies' competitiveness rise."