

PRESS RELEASE

09.07.2025 Nieuw-Vennep, Netherlands

Kubota celebrates the opening of new European headquarters

On July 9, 2025, Kubota Holdings Europe B.V. (KHE), the regional headquarters of Kubota Group, celebrated the official opening of its brand new European HQ in Nieuw-Vennep (the Netherlands). The ceremony marks a key milestone in Kubota's longstanding commitment to the European market and its "For Earth, For Life" brand philosophy.



Front of the new Kubota Headquarters in Europe

The opening event brought together the Ambassador of Japan in the Netherlands, representatives from the local municipality and the King's Commissioner of North-Holland, senior management from the Kubota Headquarter in Japan, European management, and key stakeholders involved in the construction of the new headquarters. The program featured speeches, a symbolic sake barrel-breaking ceremony, and a traditional Japanese taiko drum performance. The evening concluded with a dinner, providing an opportunity for guests to connect and celebrate the milestone.

The new climate neutral office building will serve as Kubota's European headquarters and a shared office for the Kverneland Group entities Nieuw-Vennep BV and Mechatronics BV. It reflects both organizations' focus on supporting efficient collaboration and a modern working environment.

Joining the celebrations, President of Kubota Holdings Europe Yasukazu Kamada says, "This new headquarters represents a major step forward in creating a workspace that inspires creativity, collaboration, and success. It's designed with our employees in mind, providing an environment where they can thrive, innovate, and grow together while being located at a central location in Europe."



Honored guests attending the European Kubota Headquarters opening ceremony

Kubota is proud and excited to have unveiled its new headquarters and looks forward to the journey ahead, confident that it will contribute to the continued growth of Kubota in Europe.

Words: 280

About Kubota

Since its founding in 1890, the Kubota Group has been working to solve social issues through superior products, technologies, and services in the areas of food, water, and the environment. We operate in more than 120 countries around the world, providing solutions to enhance the productivity and safety of food, promote the circulation of water resources and waste, and improve urban and living environments. Under our brand statement "For Earth, For Life," we promise to continue supporting the prosperous life of humans while protecting the environment of this beautiful earth. For more information on the Kubota group, please visit: <https://www.kubota.com/> or <https://kubota-group.eu/en/>.

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Download link to images:



[Image 1](#) – *Front of the new Kubota Headquarters in Europe*



[Image 2](#) – *Honored guests attending the Kubota Headquarters opening ceremony*



[Image 3](#) – *Kubota Europe Opening Ceremony - Sake Barrelcracking*

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