

Hiperbaric opens new office in Shanghai

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Hiperbaric, a global leader in the design and manufacture of high-pressure technology, announced the opening of a new sales office in Shanghai's Free Trade Zone. The new office will be dedicated to the commercialisation of high-pressure processing equipment for the food and beverage industry.

This strategic move aims to strengthen Hiperbaric's presence in the rapidly growing Asian market for HPP food products and capitalise on the rising consumer demand for healthy, preservative-free foods with extended shelf life.

HPP is a non-thermal food preservation technique that uses ultra-high pressure, pure cold water to inactivate harmful pathogens and spoilage microorganisms in packaged foods. This natural process maintains the nutritional value, fresh flavors, and textures of food and beverage products.

"China represents a tremendous opportunity for HPP, driven by the country's rapidly evolving food industry and consumer appetite for healthier produced foods," said Andr s Hernando, CEO of Hiperbaric. "With our new Shanghai office, we aim to capture 45 per cent market share in China within the next five years by partnering with food companies to meet their HPP processing needs."