Summary: Corporate Strategy: Inside ERI’s Global Playbook. What Vietnam Reveals About the Company’s Next Moves

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ERI is betting on Asia because the region combines fast-growing IT hardware volumes with a shortage of formal, enterprise-grade disposition infrastructure. After expanding its U.S. footprint, ERI’s next growth opportunity lies in markets such as Japan and Vietnam, where data-center buildout, electronics manufacturing and digitalization are increasing equipment retirements faster than secure, transparent ITAD capacity. By partnering with ITOCHU and VSD Holdings, ERI gains local market access while bringing its own data-security, traceability and closed-loop recycling model to markets still shaped in part by informal recycling.

This analysis addresses ERI’s Asia expansion as a strategic response to two converging forces: a more mature U.S. operating footprint and an underdeveloped formal ITAD infrastructure across fast-growing Asian hardware markets. It examines why Japan and Vietnam offer particularly attractive entry points, how ERI’s joint-venture model with established local partners reduces execution risk, and why data-center growth, electronics manufacturing and rising compliance expectations could make Asia a major source of ITAD growth over the next decade.

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