

For Immediate Release
Nov 20, 2025

ASUENE Partners with UK-based CBAMBOO to Strengthen CBAM Compliance and Expand Global Collaboration

ASUENE Inc. has entered into a partnership agreement with CBAMBOO Ltd., a London-based company offering a cloud platform specialized in the Carbon Border Adjustment Mechanism (CBAM).

CBAMBOO provides an integrated platform for EU importers to manage everything from emissions data collection to levy calculation. Through this partnership, ASUENE will strengthen its capabilities in supporting decarbonized management and compliance across global supply chains ahead of the full implementation of CBAM in January 2026.

The logo features the word "ASUENE" in a blue, sans-serif font, followed by a gap, and then the word "CBAMBOO" in a dark purple, sans-serif font.

Background of the Partnership

The European Union, a global leader in environmental regulation, will fully implement the CBAM in January 2026. Under this system, imported goods such as steel and fertilizers will be subject to a carbon price, requiring companies to rigorously calculate emissions and manage levies.

CBAM has a direct impact on corporate competitiveness. Although the levy obligation lies with importers within the EU, the emissions intensity of suppliers now affects product pricing and sourcing decisions. As a result, CBAM compliance has become a critical management issue not only for EU importers but also for exporters across Japan and Asia. Meanwhile, frequent

updates to reporting requirements and the complexity of emissions data collection continue to challenge many companies.

Against this backdrop, accurate measurement and management of GHG emissions data have become urgent priorities across global supply chains. ASUENE leads Asia in the adoption of its carbon accounting platform for GHG measurement, reduction, and reporting, particularly among manufacturers, helping companies establish precise emissions data foundations. Through this partnership, ASUENE will combine CBAMBOO's advanced regulatory expertise in Europe with its own implementation capabilities in Asia to accelerate both regulatory compliance and decarbonization across international supply chains.

Details of the Partnership

This partnership aims to expand practical support for CBAM compliance by leveraging the customer networks of both ASUENE and CBAMBOO to introduce companies to one another. CBAMBOO provides an integrated platform that enables EU importers to manage every aspect of CBAM reporting from emissions data collection to levy calculation and report generation in one place.

With the official implementation of CBAM approaching in 2026 and corporate readiness becoming increasingly urgent, the two companies will co-host webinars and continue to share updates on regulatory trends and best practices. Together, they will respond to growing interest across Europe and Asia and drive progress in corporate decarbonization and international reporting compliance.

About CBAMBOO

CBAMBOO Ltd., founded in 2023, provides CBAMBOO, the carbon intelligence platform for heavy industry. Led by founders Gabriel Rozenberg and Daniel Sharp, and based in London, CBAMBOO is a user-friendly platform that gives companies full visibility on CBAM costs and streamlines their reporting. By connecting directly to purchase orders and supply chain data, our software automates emissions tracking, ensures accuracy, and removes the administrative burden from CBAM compliance.

ASUENE Company Profile

ASUENE Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: ASUENE Inc.

Representative: Founder, CEO & COO Kohei Nishiwada

Date of establishment: October, 2019

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