

**Jaime de la Cruz, general manager of Kran:  
"This recognition fills us with pride."**

The nanobubble company was awarded the Aquaculture Innovation Award



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During the AquaSur 2022 Dinner held on the past Thursday 11, space was given to the recognition of initiatives linked to salmon farming in three different categories, one of these being Aquaculture Innovation, which was awarded to the company Kran Nanobubble.

This company was born from the desire to create a company where the fundamental pillars were: to be high tech, with technology on the frontier of science and 100% green. "Looking for different alternatives, we came to this technology that was still underdeveloped in the world and we wanted to get involved in this race that we are sure will be very long, that there will be many exponents worldwide and it will continue to develop in a sustainable way," explained Jaime de la Cruz, Kran's general manager.

His first years were of study, research, traveling, learning, trial and error, always based on

science to develop this application. "In a first stage, we managed to manufacture our first nanobubble generating equipment, but the important thing was to develop applications, and that was what we spent the most time on," added the executive. "We have followed a constant evolution and improvement in our equipment, which has led us to be recognized by the main body that studies and validates this technology, the FBIA (Nanobubble Guild) of Japan," he explained.

His value proposition is to develop applications from science to industry pain, which is a much longer path than just selling machines. Today in the company they feel proud to have taken that path, because it has allowed them to position themselves worldwide as a benchmark, with already patented applications and others on the way, according to reports.

AQUA spoke with Jaime de la Cruz regarding the recognition received during the AquaSur 2022 Dinner, and these were his responses:

**At the AquaSur Dinner you were recognized with the Aquaculture Innovation award. What is the work you developed to obtain the recognition in particular about?**

This recognition fills us with pride. We have been actively participating for five years as a provider of new technologies in pursuit of sustainable productive development. If FISA chose us as the most innovative company in the field, it is because it has been observing our constant evolution developing solutions in the industry.

We have not only focused on Chile and salmon farming, but we have also developed solutions in other industries such as agriculture and water treatment. Specifically in the aquaculture sector, we have not only been in Chile and in the salmon industry, but also in shrimp in Guatemala, Honduras and Ecuador; mussels in Spain, and lately also in the Philippines and seeing some opportunities in Norway. We are also replicating this in other verticals such as agriculture and industry.

At Kran we work from the base, we start from the science of the nanobubble, seeking to positively impact different production processes, designing solutions tailored to our clients and the objectives set.

**What does this recognition mean to you?**

It is a wonderful recognition, but I want to represent and recognize many other entrepreneurs in this industry, who are already great companies today. Somehow, this recognition is not only for Kran, but for an entrepreneurial world in the area and the industry, which not only imports technology, but is also at the forefront of developing exportable solutions worldwide.

I have had the privilege of visiting many countries in the world where aquaculture is developed and Chile is a global benchmark, not only for its production, but also for the technological solutions that we have developed.

**What are your plans for the future, both in terms of innovations and projects?**

The most entertaining thing about Kran is that we never stop innovating, we always have at least 10 projects in parallel, of which those with the greatest opportunity for scalability remain.

The future and potential of the nanobubble is immense. As we say in Kran, the limit is given by our imagination. We want to continue our path, growing every day, with the focus on developing solutions that provide economic, social and environmental benefits.

We will continue to increase our presence in more countries, we currently have 10 countries and we hope to be on all continents. The path is to continue growing and expanding this revolutionary technology.

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