



Ladies and Gentlemen:

The new year 2013 just started. This season is always a period of change while setting new aims, defining strategies and specifying workflow.

Nonetheless new challenges are motivating and invigorating. Our most important target in 2013 will be an increase in turnover of about 20 % in international sales.

This is an ambitious goal which assures us on your ongoing support and commitment to our business. Thank you very much for the cooperation until now and all the best for you, your families and friends in the coming year.

Enjoy reading our monthly news.

TOPICS

VIPA GENERAL

- VIPA exhibits at Hannover Fair in April 2013

VIPA INTERNATIONAL

- VIPA Italy celebrates 15th company anniversary
- New colleague in Anytech South Africa Sales Team

VIPA MARKETING

- Search function and data sheets on VIPA homepage
- VIPA concepts for workshops and roadshows

DID YOU KNOW...?



VIPA GENERAL

VIPA GmbH will exhibit on the Hanover Fair 2013 from April 8th- 12th. Our booth will be located in hall 9, no. F18.

Information on exhibits and news will follow in due course.

We invite you to visit us during the show.

Please use the following link for free ticket registration:



[Free Ticket Registration](#)



VIPA INTERNATIONAL



VIPA Italy celebrates 15th company anniversary

Beginning of January 2013, VIPA Italy celebrated its 15th company anniversary. This special date (date of foundation: 12.01.1998) offered a perfect chance to hold the first sales meeting of the year.

The complete VIPA Italy sales team including 30 sales agents as well as Andrej Soares, Head of the Export Department VIPA Germany, participated in this one-day event. Besides setting the usual sales figures within annual planning, main

focus was on the presentation of new products such as SPEED7 Studio and SLIO CPU, as well as discussing the changes in the course of the Yaskawa-VIPA integration.

Mr. Luigi Bernardelli (CEO VIPA Italy) took this event as an opportunity to look back on 15 successful years and have a very optimistic outlook on the future.

New Colleague in Anytech South Africa Sales Team

We are pleased to announce the arrival of Wayne Randall as Chief Sales Officer for the Directech Group of Companies in South Africa.

Wayne joined Directech on January 7, 2013 and in his capacity of CSO, he is responsible for the Sales Management at VIPA distributor Anytech with immediate effect. Wayne is a qualified metrologist and has many years of technical sales and management experience with a strong focus on business development. He brings best qualifications for his new position.

We wish Wayne Randall every success in his new job and are looking forward to our future cooperation. Welcome!



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VIPA MARKETING

Search function and data sheets on VIPA homepage

Recently the search function has been activated on our homepage!



Likewise, data sheets for all products have been prepared. The data sheets are available in German, English and French. Other languages will follow.

Simply click on the selected product and then use the data sheet function.

3005 > CPUs

Structure and Function	Product overview									
<table border="1"> <thead> <tr> <th>Order no.</th> <th>Name/Description</th> <th></th> </tr> </thead> <tbody> <tr> <td>312-SBE13</td> <td>CPU 3123C - SPEED7 technology SPEED7 technology 16 x DI, 8 x DO 64 kB work memory Memory extension (max. 512 kB) PIF interface Configurable via TPA-Portal</td> <td> (more) (Data sheet) </td> </tr> <tr> <td>313-SBE13</td> <td>CPU 3133C - SPEED7 technology SPEED7 technology 24 x DI, 16 x DO, 4 x AI, 2 x AO, 1xAI/PE100 128 kB work memory Memory extension (max. 512 kB)</td> <td> (more) (Data sheet) </td> </tr> </tbody> </table>	Order no.	Name/Description		312-SBE13	CPU 3123C - SPEED7 technology SPEED7 technology 16 x DI, 8 x DO 64 kB work memory Memory extension (max. 512 kB) PIF interface Configurable via TPA-Portal	(more) (Data sheet)	313-SBE13	CPU 3133C - SPEED7 technology SPEED7 technology 24 x DI, 16 x DO, 4 x AI, 2 x AO, 1xAI/PE100 128 kB work memory Memory extension (max. 512 kB)	(more) (Data sheet)	
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Currently there are no pictures included in the data sheets, we are still working on this.

VIPA concepts for workshops and roadshows

Workshops have always been an integral part in our marketing activities and we could already convince many potential buyers, for example in the education sector, on the advantages of our technology using this tool. A detailed concept for their organization is now available on the extranet at www.vipa.com/en/extranet/export-communication/sales-notes/

While the concept of workshops puts the focus on interaction with the audience, there is another marketing tool – roadshows and automation days – with the focus on repeated presentations in a certain sales territory. In the next few weeks a separate concept for roadshows will follow.

Publication was also made in Sales Note no. 1/2013.

Contact person: Susanne Küfner



DID YOU KNOW...?

...that our Big Brother Yaskawa is the no. 1 vendor of servo drives worldwide... among other areas? Yaskawa covers 13% of the total market, which means roughly 400 million EUR (e.g. Siemens, Mitsubishi have 10 % each). Good to know!

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VIPA GmbH

Please feel free to forward our newsletter to your customers

You are invited to give us feedback, advice, suggestions or topics of interest for the newsletter.

Send your email to: katja.muenster@vipa.de

Your VIPA Export team